

RESEARCH REPORT SERIES
(*Survey Methodology* #2023-01)

**Ask U.S. Panel Pilot
General Population Final Report**

RTI International

Center for Behavioral Science Methods
Research and Methodology Directorate
U.S. Census Bureau
Washington, D.C. 20233

Report issued: January 3, 2023

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Abstract

The goal of the Ask U.S. Panel was to produce representative and reliable statistics on a rapid turnaround for the U.S. Census Bureau and partnering organizations. Access to a pool of prerecruited panel members, including historically undercounted populations, will help researchers at the Census Bureau (Census) and elsewhere better understand public opinion related to federal data collection, including administrative data matching, privacy, and confidentiality, and will facilitate methodological testing; thus, contributing to the public good.

The Census Bureau and RTI International began working together in September 2020 to design the Ask U.S. Panel. The Ask U.S. Panel was to include an entirely new representative, probability sample of U.S. adults who were not members of an existing survey panel, with the possible addition of targeted subgroups to supplement the new panel in the future. Pilot data collection, which included mixed-mode recruitment, was conducted from April to September 2022, and full panel recruitment was not conducted.

The Ask U.S. Panel Pilot evaluated several design aspects to inform the possible development of a future panel, including experimental design results, nonresponse bias evaluation, and an observational study on tablet acceptance. Data were evaluated and edited prior to analyses. Among the 4,503 addresses randomly chosen for the pilot, 822 (18.3% unweighted, 36.6% base-weighted response rate) completed the screener. Both the use of the visible \$5 incentive and the tag letter and envelope were shown to have a significant influence (0.05 test level) on the unweighted and weighted response rates. Fifty-eight percent of sampled adults completed the baseline questionnaire and enrolled in the panel. The overall response rate for the topical survey among participants who completed the baseline questionnaire was 28.6% unweighted (37.1% weighted). Nonresponse bias analyses detected statistical significance for census region in both the screener and baseline.

Overall, we found the use of mixed-mode recruitment for a web panel essential for minimizing nonresponse bias. Offering an internet-enabled tablet to sample members who reported no or limited internet access did not prove beneficial.

Keywords: probability panel; nationally-representative panel; experimental design; nonresponse bias evaluation; tablet distribution

Suggested Citation: RTI International. (2023). **Ask U.S. Panel Pilot General Population Final Report.** *Research and Methodology Directorate, Center for Behavioral Science Methods Research Report Series (Survey Methodology #2023-01).* U.S. Census Bureau. Available online at <<https://www.census.gov/library/working-papers/2023/adrm/rsm2023-01.html>>

November 21, 2022

Ask U.S. Panel Pilot, General Population

Final Report

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RTI Project Number: 0217718
Cooperative Agreement Number: CB20ADR0160003

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Acknowledgments

This report was prepared for the U.S. Census Bureau. This work was produced under Cooperative Agreement number CB20ADR0160003. Mekia Turner is the assigned Government Project Officer.

Originating Office

Department of Commerce

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Executive Summary

The goal of the Ask U.S. Panel was to produce representative and reliable statistics on a rapid turnaround for the U.S. Census Bureau and partnering organizations. Access to a pool of prerecruited panel members, including historically undercounted populations, will help researchers at the Census Bureau (Census) and elsewhere better understand public opinion related to federal data collection, including administrative data matching, privacy, and confidentiality, and will facilitate methodological testing; thus, contributing to the public good.

The Census Bureau and RTI International began working together in September 2020 to design the Ask U.S. Panel. The Ask U.S. Panel was to include an entirely new representative, probability sample of U.S. adults who were not members of an existing survey panel, with the possible addition of targeted subgroups to supplement the new panel in the future. Pilot data collection, which included mixed-mode recruitment, was conducted from April to September 2022, and full panel recruitment was not conducted.

The Ask U.S. Panel Pilot evaluated several design aspects to inform the possible development of a future panel, including experimental design results, nonresponse bias evaluation, and an observational study on tablet acceptance. Data were evaluated and edited prior to analyses. Among the 4,503 addresses randomly chosen for the pilot, 822 (18.3% unweighted, 36.6% base-weighted response rate) completed the screener. Both the use of the visible \$5 incentive and the tag letter and envelope were shown to have a significant influence (0.05 test level) on the unweighted and weighted response rates. Fifty-eight percent of sampled adults completed the baseline questionnaire and enrolled in the panel. The overall response rate for the topical survey among participants who completed the baseline questionnaire was 28.6% unweighted (37.1% weighted). Nonresponse bias analyses detected statistical significance for census region in both the screener and baseline.

Overall, we found the use of mixed-mode recruitment for a web panel essential for minimizing nonresponse bias. Offering an internet-enabled tablet to sample members who reported no or limited internet access did not prove beneficial.

1. Introduction

1.1 Background

The goal of the Ask U.S. Panel was to produce representative and reliable statistics on a rapid turnaround for the U.S. Census Bureau and partnering organizations. Access to a pool of prerecruited panel members, including historically undercounted populations, will help researchers at the Census Bureau (Census) and elsewhere better understand public opinion related to federal data collection, including administrative data matching, privacy, and confidentiality, and will facilitate methodological testing; thus, contributing to the public good. In addition, full transparency of the project ensures data replicability and allows the Office of Management and Budget (OMB) to assess fitness for purpose.

In September 2020 with the award of Year 1, the Census Bureau and RTI International began working together on the design of the Ask U.S. Panel. The Ask U.S. Panel was to include an entirely new representative, probability sample of U.S. adults who were not members of an existing survey panel, with the possible addition of targeted subgroups to supplement the new panel in the future.

The original design included plans for pilot data collection to be conducted from April to September 2022. Following analysis of pilot survey results and incorporation of results into the data collection plan, full panel recruitment was planned to begin in May 2023. The panel was to then be made available to investigators at federal statistical agencies and nonprofit organizations as a source of respondents for approved studies. Throughout the life of the panel, members were to be invited to participate in regular topical surveys via web, phone, or mail. We had planned nine quarterly replenishment samples and multiple strategies to keep panel members engaged throughout the life of the panel. However, only pilot data collection and analysis of pilot data collection were conducted.

The pilot data collection involved a mixed-mode recruitment phase from April to September 2022. We sampled the residential population from our in-house address-based sampling (ABS) frame. After completion of a household roster, up to two adults at each address were selected for the baseline survey and panel enrollment. Both the roster and baseline survey were available on the web or via inbound phone with an interviewer. During the nonresponse follow-up (NRFU) phase, we contacted a subsample of nonrespondents in computer-assisted personal interview (CAPI). Recruited panelists for the pilot were asked to complete their first topical survey via web, and those who did not have internet access were offered a web-enabled tablet with an unlimited data plan to complete the topical survey via web.

During the first year of Ask U.S. Panel development, we worked closely with Census researchers (see **Exhibit 1-1**) in regular design meetings to finalize the sampling and methodological approaches for the panel and to develop the questionnaires. During the first

year we also held regular meetings with a technical advisory panel (see **Exhibit 1-1**), who reviewed the proposed design and provided feedback. In the second Cooperative Agreement year, we developed the systems for all modes of panel data collection, selected the samples, recruited and trained telephone interviewers (TIs) and field interviewers (FIs), and secured Institutional Review Board (IRB) and OMB approvals. The IRB package was submitted for review on January 21, 2022, and approval was granted on February 14, 2022.

Recruitment data collection occurred from April to August 2022, and the first topical survey data collection was conducted from May 2022 to October 2022 on a rolling basis as new panel members were recruited for the pilot.

Exhibit 1-1. Partners, Project, and Technical Advisory Group Members

RTI Employees	Emilia Peytcheva, Jill Dever, Stephanie Eckman, Kim Aspinwall, Victoria Dounoucos, Steve Gomori, Emily Caron, Joe McMichael, Kyle Kleber, Frank Mierzwa, Milton Cahoon, Carson Hurt, Eliza Snee, Amanda Smith, Hannah Naehring, Siri Setzer, Justine Allpress, YHung Mlo, Michelle Myers, Mareta Davidson, Danielle Henderson, Carlos Macuada, Rosanna Quiroz, Kevin Jensen, Michael Price, Jean Robinson, Curry Spain, Rebecca Watkins, Brandon Hopkins
Census Employees	Primary team: Jennifer Childs, Mekia Turner, Brenda Romney Martin, Paul Beatty, Jason Fields, Aleia Fobia Consultants: Casey Eggleston, Jonathan Eggleston, Mikelyn Myers, Jordan Misra, Steve Scheid, Michele Bartram, Kaile Bower, Diane Willimack, Kaile Bowler, Michael LeMay, Chris Stringer
DoD Employees	Malikah Dorvil, Cathy Flynn, Paul Rosenfeld, David McGrath
Advisory Group Members	Jennifer Edgar (BLS), Jeff Gonzalez (USDA ERS), Jon Krosnick (Census), Paul Scanlon (CDC - NCHS), Andrew Zuckerberg (NCES), Laith Alattar (SSA), Jennifer Sinibaldi (NSF), Clara Reschovsky (BTS), Mark Denbaly (USDA ERS), William Marton (HHS), Gordon Willis (NIH), Alicia Lloro (FRB), Douglas Williams (BLS), Robert Sivinski (OMB), David Beall (EIA), April Gadsby (BTS), Carolyn Hronis (EIA), Gerson Morales (EIA), Julie Parker (DOT), Cynthia Gillam (CPSC), Cleo Redline (NCES), James Berry (EIA), Mary-Helen Risler (IRS)
Partner Organizations	National Center for Science and Engineering Statistics, National Science Foundation (NCSES NSF) National Center for Health Statistics (NCHS) Bureau of Labor Statistics (BLS) U.S. Department of Agriculture Economic Research Service (USDA – ERS) Social Security Administration (SSA) National Center for Education Statistics (NCES) Department of Transportation - Bureau of Transportation Statistics and Federal Highway Administration (DOT – BTS and FHWA) Department of Labor (DOL) Department of Defense (DoD)

1.2 Organization of This Report

This report is organized into four major sections including the introduction, methods, results, and discussion. Following the introduction, the second section is methods, which covers the

sample design, panel recruitment methodology, instruments, data collection protocol, and analysis. The third section is results, which includes study response rates, participant burden, request for study tablets, analysis weights, nonresponse bias analysis, and description of the data files. The fourth section is the discussion, which relates the results to the study objectives, summarizes key findings, offers a discussion on limitations, and recommendations for future studies. Finally, we present appendices, referenced in the respective sections, including recruitment materials, questionnaires, imputation of missing weighting variables, analysis weights, and data files.

2. Methods

2.1 Sample Design

2.1.1 Target Population

The inferential (target) population for the Ask U.S. Panel Pilot includes adults 18 years of age and older living in non-institutionalized residential households within the contiguous U.S. states and Washington, DC. Accommodations were provided for those fluent in either English or Spanish.

2.1.2 Sample Size

The original intent of the Ask U.S. Panel Pilot was to inform the design and implementation of the full panel composed of approximately 15,000 members. The project team targeted 1,500 eligible adults, 10% of the full panel goal, for the pilot recruitment. This targeted number of panelists was determined to detect at least a 5-percentage point difference in estimates from two experimental groups (see **Section 2.2.1**). During discussions with the technical advisory team, RTI and Census decided that the pilot methods should be tested on an oversample of certain historically hard to survey populations, especially for web surveys—those with low internet access, and Hispanics.¹

Sample size inflation rates were derived for each stage of the study based on prior experience by the project team (**Exhibit 2-1**). Additionally, we assumed 33% of the contacted households would have only one eligible adult and 66% would contain at least two eligible adults. Application of these rates to the targeted number of enrolled panelists yielded an overall sample size of 4,800 residential addresses. The sampling design for each phase of the study is described below.

Exhibit 2-1. Sample Size Inflation Rates by Phase of the Study

Stage of the Ask U.S. Panel Study	Recruitment Phase (%)	
	Initial Mail (Phase 1)	NRFU In-person (Phase 2)
Initial Contact	92	88
Completed Roster	24	65
Completed Baseline – Adult 1	60	80
Completed Baseline – Adult 2 ^a	30	40

% = unweighted percentage; NRFU = nonresponse follow-up.

^a Among households with at least two eligible adults.

¹ Future rounds of this study may consider oversampling other “hard to survey via the web” populations, such as young adults.

2.1.3 Initial (Phase 1) Sampling Design

The initial (Phase 1) sample was randomly chosen from a stratified, three-stage clustered design to facilitate in-person recruitment of a NRFU subsample (see **Section 2.1.3**). In Stage 1, geographic primary sampling units (PSUs) were constructed that comprised census block groups (CBGs), clusters of geographically small CBGs to yield at least 350 residential addresses, and subdivisions of geographically large CBGs tabulated from the 2019 American Community Survey (ACS) 5-year file. PSUs were classified into one of four mutually exclusive strata defined by intersection of two dichotomous variables:

- *internet penetration rate*: high (>50% of the CBG housing units have internet access) vs. low (<=50% of the CBG housing units have internet access)²
- *Hispanic/Latino/Latina concentration*: high (>=50% of the PSU householders are Hispanic or Latino/Latina) vs. low (<50% of the PSU householders are Hispanic or Latino/Latina).³

Twenty PSUs were then randomly chosen with probability proportional to the target population size within the strata using counts shown in **Exhibit 2-2**.

Exhibit 2-2. Frame Count and Sample Size for Primary Sampling Units by Sampling Strata

Internet Penetration	Hispanic/Latino/Latina Concentration					
	Low			High		
	Stratum	Frame Count	Sample Size	Stratum	Frame Count	Sample Size
Low	1	3,203	6	3	739	10
High	2	196,066	2	4	16,216	2

In Stage 2, 240 addresses within the selected PSUs were randomly chosen via systematic sampling from RTI's enhanced ABS frame. The list of addresses for each PSU was sorted by delivery sequence number prior to selection to enhance geographic coverage of the PSU. As a result, 4,800 (=20 × 240) addresses were mailed recruitment materials.

² Estimates for internet penetration rate were calculated for each primary sampling unit were tabulated from the ACS 2019 5-year table B28011, <https://data.census.gov/cedsci/table?q=B28011&tid=ACSDT5Y2019.B28011>.

³ Estimates for Hispanic/Latino/Latina concentration were calculated for each primary sampling unit were tabulated from the ACS 2019 5-year table B25003I, <https://data.census.gov/cedsci/table?q=B25003I%3A%20TENURE%20%28HISPANIC%20OR%20LATINO%20HOUSEHOLDER%29&tid=ACSDT5Y2019.B25003Ihttps://data.census.gov/cedsci/table?q=B28011&tid=ACSDT5Y2019.B28011>. Total housing unit counts were obtained from the comparable table B25003.

In Stage 3, at most two age-eligible adults living at the address were randomly chosen via simple random sampling for recruitment into the Ask U.S. Panel and completion of the baseline questionnaire. The list of eligible adults was gathered in the household roster that was part of the screening questionnaire.

2.1.4 Nonresponse Follow-up (Phase 2) Sampling Design

Households without a completed screening questionnaire as of May 30, 2022, in each PSU were deemed eligible for the NRFU subsampling. Persons with an incomplete baseline questionnaire were initially considered for the follow-up evaluation and later removed given a compressed pilot recruitment window. To facilitate comparisons across the PSUs, 100 nonresponding addresses were randomly chosen from each PSU. Sampled addresses were visited by a trained FI for in-person completion of the screener.

2.2 Overview of Panel Recruitment Methodology

The pilot aimed to address the many unknowns we faced at the design stage of the panel related to optimal recruitment strategy, how to recruit and engage the non-internet population, and the optimal mix of data collection modes.

2.2.1 Experimental Design

During the initial planning stages of the project, we qualitatively tested different variations of the panel logo and had a good idea what to use. However, when it came to sponsorship, it was unclear if the explicit mention of federal statistical agencies would help or harm recruitment efforts in the current environment. Thus, we decided to test experimentally whether mentioning the U.S. Census Bureau and research partners would have an impact on recruitment rates relative to only a mention of the Ask U.S. Panel. Additionally, new research at the time of planning showed promising results for making the prepaid incentive visible in the invitation envelope, which motivated our second experimental condition—visible prepaid incentives.

We implemented a 2x2 design that focused on sponsorship (U.S. Census Bureau and Research Partners, followed by Ask U.S. Panel vs. Ask U.S. Panel only) and visibility of a \$5 prepaid incentive mailed with the initial recruitment letter (visible through a windowed envelope vs. not visible and mailed in a regular envelope). **Exhibit 2-3** presents the initial sample size allocation in each condition.

Exhibit 2-3. Pilot Sample Member Allocation by Experimental Condition

Sponsorship	Prepaid \$5 Incentive	
	Visible	Non-visible
Ask U.S. Panel, U.S. Census Bureau and Research Partners	1,200	1,200
Ask U.S. Panel, Help Inform our Nation’s Future	1,200	1,200

2.2.2 Data Collection Modes

Recruitment for the pilot panel consisted of two phases and involved three recruitment modes—web, inbound CATI, and CAPI.

2.2.2.1 Phase 1—Initial Recruitment

We mailed a survey invitation with \$5 prepaid incentive to all sampled addresses (for a random half of the sample the incentive was visible). The invitation letter described the pilot nature of the panel and contained a unique link to the web survey, along with a phone number for inbound calling. Sample members who responded to the invitation were asked to complete a short screener to determine who in the household was eligible for the panel pilot. The selection algorithm allowed for selecting up to two adults per household. Those who completed the roster within the first 5 days of data collection received an additional \$5 incentive (early bird incentive).

When the roster respondent was selected for the pilot panel, they could transition directly from the screener to the baseline questionnaire. If another adult from the household was selected, they were mailed an invitation to complete the baseline questionnaire with a web link and an inbound CATI phone number. All respondents who completed the baseline questionnaire received \$20 for their participation.

One week after the initial survey invitation, nonresponding cases were mailed a brochure with web link and inbound CATI number. One week later, nonresponding sample members received a postcard reminder (unique ID; web link to Household Roster and a phone number for inbound CATI). A final mailing of the survey invitation with web link and inbound CATI was sent a week after the postcard reminder.

2.2.2.2 Phase 2—Nonresponse Follow-up

As a final effort to convert nonresponding sample members, we subsampled almost 45% of the remaining screener cases for face-to-face data collection, allowing up to four visits per address. Visits to sampled addresses, unless requested by a respondent, were in weekday afternoons and evenings or weekends when respondents were most likely to be home. Interviewers never contacted a case twice on the same day, unless requested by a respondent. We offered an additional \$5 incentive for screener completion for face-to-face cases as part of nonresponse follow-up. Cases who were not eligible for face-to-face nonresponse follow-up—those who had completed a screener, but had pending baseline interviews—were sent a final reminder on June 14 that announced a \$5 increase to the baseline incentive (“night owl” incentive) upon survey completion. Baseline nonrespondents were not part of the NRFU sample—additional details on data collection timing is included in **Exhibit 2.4**.

2.3 Instruments

Instrumentation for the General Population Ask U.S. Panel Pilot involved development of three questionnaires: a screener, a baseline, and a topical survey (see **Appendix C**). The screener and baseline questionnaires were developed in collaboration between RTI and the Census Bureau Technical Team. The Technical Team submitted possible survey items or survey topics to RTI for consideration. Over the course of several meetings, RTI and the Technical Team discussed the survey items and topics to determine (1) to which questionnaire the items should be added, (2) whether the survey items needed to be modified, and (3) the order in which question should be asked. To allow for benchmarking of data, most survey items came from existing questionnaires, such as the ACS or the Current Population Survey, or were slightly modified from existing questionnaires to be applicable to the Ask U.S. Panel Pilot. The topical survey was primarily developed by the Census Bureau Technical Team, with RTI review and feedback, to pilot potential items for the 2030 Census Barriers, Attitudes and Motivators Study. A brief description of each questionnaire and the information collected is below:

- Screener Questionnaire: The goal of the screener questionnaire was to collect the information needed to determine whether the respondent or someone in the household was eligible for the Ask U.S. Panel Pilot. To help ensure participation and minimize breakoffs, the screener questionnaire was limited to 5 minutes. Information collected as part of the screener questionnaire included address; primary language; number of adults in the household; roster of all adults in the household (i.e., first name and age of all adults in the household); internet access; and participation in the Food Stamp Program.
- Baseline Questionnaire: The goal of the baseline questionnaire was to enroll eligible screener respondents in the Ask U.S. Panel Pilot and collect baseline information about them that could inform future topical surveys or panel participant sub-samples. Information collected as part of the baseline questionnaire included additional details about household members; willingness and ability to report on topics such as income, job search activities, political party affiliation, and dietary needs and preferences for other members of the household; contact information; access to and use of the internet; digital affinity; use of various media outlets; participation in the community; opinions on government institutions; voting behavior; health insurance coverage; experiences with food insecurity; opinions on data privacy; and general demographics.
- Topical Survey Questionnaire: The goal of the topical surveys was to make the Ask U.S. Panel available to researchers at Federal Statistical Agencies and nonprofit organizations for methodological studies. For the Ask U.S. Panel Pilot, only one topical survey was fielded as a test of the panel processes. Information collected as

part of the topical survey was based on the Census Barriers, Attitudes and Motivators Study and included awareness and familiarity with the U.S. Census; intention to participate in the U.S. Census; past participation in the U.S. Census; attitudes and opinions on the importance, benefits, and harms of the U.S. Census; trust in U.S. Census results; misinformation about the U.S. Census; and feedback on the experience with the Ask U.S. Panel Pilot.

2.3.1 Cognitive Testing

After the screener and baseline questionnaires were finalized, RTI conducted 30 cognitive interviews (21 English and 9 Spanish) to test contact materials and survey questions. These cognitive interviews collected participant feedback on the potential panel logos, the invitation letter mailed to selected households, select baseline questionnaire items that were not borrowed from existing surveys, and the panel's contact procedures.

To recruit cognitive interview participants, RTI posted advertisements on three Craigslist sites (Research Triangle Park, NC, Washington, DC, and Miami) and in two Facebook groups for people interested in participating in research studies. A total of 280 people completed the English cognitive interview screener, and 48 people completed the Spanish screener. To be considered eligible to participate in interviews, screener respondents had to:

- be at least 18 years of age;
- have access to a computer, tablet, or smartphone at home;
- have internet access at home; and
- live in a household with at least one other adult.

Interviewing began on November 15, 2021, and concluded on December 7, 2021. All interviews were conducted remotely using Microsoft Teams. Interviewers used the screen share feature to share the interview materials and survey questions with participants. A cognitive interview protocol guide—developed by RTI and approved by the Census Bureau—was used for all interviews. Interviewers used scripted probes written in the protocol guide, but were given the flexibility to probe spontaneously when needed to assess understanding and perception of the questions, and anything that seemed unclear, unusual, or worthy of further discussion.

After completing the interview, participants were provided a \$40 electronic gift card in appreciation of their participation. Participants were able to choose between a Visa gift card and an Amazon gift card. Gift cards were emailed to participants within 24 hours of completing the interview.

Based on the results of the cognitive interviews, RTI made recommendations for the study logo, contact materials, and baseline questionnaire. Revisions to seven questions in the baseline questionnaire were implemented after discussion with the Technical Team.

2.4 Data Collection Protocol

Recruitment outreach for the Ask U.S. Panel consisted of multiple contact attempts and a variety of contacting modes and messages (**Appendices A and B**), to include physical mailings, emails, and text messages, depending on the survey (i.e., screener, baseline, and topical survey).

2.4.1 Screener and Baseline

Participants were first invited to complete a brief screening survey to determine if they or other members of their households were eligible to participate in the panel (see **Section 2.1.1** for eligibility criteria). Selected households received up to four contacts inviting them to participate in the screener, including an initial screener invitation mailing that included a \$5 prepaid incentive, followed by a reminder letter, a thank you/reminder postcard, and a final screener reminder letter.

Household members who were selected to participate in the panel were invited to complete a baseline “enrollment” survey to collect additional information. Baseline contacting included an invitation letter, a reminder letter, and a thank you/reminder self-mailer. A final “catchall” reminder letter and email were also sent to all baseline nonrespondents. Those who indicated a preference for electronic correspondence and provided an email address also received email reminders in addition to the mailed reminders and final “catchall” reminder. An additional “breakoff” reminder email was sent within 24 hours to any cases that broke off (i.e., dropped at any point prior to completing entire questionnaire) to provide an additional prompt to sample members who had already started their survey.

In CBGs with high Hispanic/Latino concentrations, all screener and baseline contact materials were sent in both English and Spanish. All correspondence, physical or electronic, contained a toll-free project phone number along with a generic URL to the survey and a case-specific PIN.⁴ Mailings also contained an individualized QR code formatted in the upper right-hand corner in letters and in the middle of the postcard. The QR codes were case-specific, eliminating the need for typing in a URL or PIN, to allow for easier and faster access. Both QR code and PIN access was tracked to better understand the effectiveness of each access method. The variety of methods for survey access generated more flexibility to appeal to a wider range of potential respondents.

⁴ Emails had the case-specific URL link while mailings had the general link and case-specific PIN.

Screener and Baseline Recruitment Protocol and Materials

Screener Invitation: Data collection began with the screener invitation letter and a \$5 cash prepaid incentive sent to each sampled address. The incentive and sponsorship experiments (see **Section 2.2.1**) were implemented with the initial invitation. The letter described the purpose of the panel, provided the burden estimate, and requested the sample member's participation. Multiple methods to access the survey were provided, including (1) a website URL (askuspanel.org) and case-specific PIN, (2) an individualized QR code, and (3) the toll-free project phone number to complete via phone.

First Screener Reminder Mailing: One week after the initial invitation mailing, the first screener reminder was sent to all households that had not completed the survey. The letter restated the importance of participation and provided the three methods for accessing the screener (i.e., link and QR code access for web; toll-free number for CATI). The mailing also included the Ask U.S. Panel brochure, which outlined the purpose of the panel, the process of random household selection, and privacy policies.

Screener Thank you/Reminder Self-Mailer: Two weeks after the initial invitation, a pressure-sealed postcard was sent via USPS to all sampled households. The postcard served both as a thank you for sample members who had responded and a reminder to complete the screener for those who had not yet done so. Additionally, the postcard reiterated the purpose of the panel and provided the three methods for accessing the survey.

Final Screener Reminder Mailing: One week after the postcard was mailed, the data collection team sent a final reminder letter to all households that had not completed the screener. The letter emphasized the importance of participation, the measures taken to protect respondent's privacy, and provided the three methods for survey access.

Baseline Offer: As outlined in **Section 2.1.3**, up to two eligible adults in each household were randomly selected after the screener roster was completed. Selected household members received an immediate offer at the end of the screener to continue on to complete the baseline survey. For households that responded via web, this offer appeared on screen after the respondent was notified of their selection and was only offered to the household member responding to the screener survey (if selected). If the screener was completed via phone or in person, the interviewer invited the responding household member (if selected) to continue to the baseline. After the selected screener respondent either declined the offer, or completed the baseline, the interviewer asked if other selected members of the household were available to speak with them. If so, the other selected household member was invited to complete the baseline.

Second Household Member(s) Invitation: Individuals who did not complete the screener (i.e., the second household member(s)) were mailed an invitation letter if they did not complete via the initial baseline offer described above. The baseline invitation letter explained the

selection process, the aim of the panel, and included the three separate methods to access the baseline survey. This second household member invitation mailing was sent in three separate mailing waves throughout data collection as screeners were completed.

Baseline Reminder Mailing/Email: Sample members who completed the screener but had not yet completed the baseline received a baseline reminder mailing. The letter reminded them that they had been selected for the panel and encouraged them to participate in the baseline survey to complete the enrollment process. The mailing also contained the panel brochure, which outlined the purpose of the panel, the process of random household selection, and privacy policies. In addition to the letter, an email reminder was sent to baseline nonrespondents that indicated a preference for electronic communication and had provided a valid email address. The email communication served to diversify contact methods to improve the chances of reaching a potential respondent. The email contained the same text as the letter, in addition to a unique link to access the survey.

Baseline Breakoff Email Reminders (Used Baseline Reminder Email): Respondents who started the baseline survey but broke off were sent an additional email (if email was provided in the screener), reminding them of their pending survey. This process ran daily to identify break off cases and, if they had a valid email on file, a reminder was sent within 24 hours. Breakoff cases were also included in other regularly scheduled reminder mailings/emails.

Baseline Final Catchall Reminder Mailing/Email: A final catchall reminder letter and email were sent to all baseline nonrespondents in week 8 of baseline data collection. To encourage response, the mailing content was tailored to the two types of respondents—the original screener participant and the second selected household member. The letter emphasized the final chance to join the panel, reiterated the importance of participation, and announced an increase in the baseline incentive amount from \$20 to \$25 (i.e., “night owl” incentive).

Exhibit 2-4 provides an overview of all contacts (also see **Appendix A**) for the initial panel recruitment phases (i.e., screener and baseline surveys).

Exhibit 2-4. Screener and baseline contacting schedule and materials

Contact Name	Schedule Week	Mailing Date	Materials Included	Sample
Screener Invitation Mailing	Week 1	4/25/22; 4/26/22	Screener Invitation Letter	All sampled households
			Incentive	
First Screener Reminder Mailing	Week 2	5/2/22; 5/3/22	Screener Reminder Letter	All nonresponding sampled households
			Ask U.S. Panel Brochure	
Screener Thank you/Reminder Self-Mailer	Week 3	5/9/22	Screener Reminder Postcard	All sampled households

Contact Name	Schedule Week	Mailing Date	Materials Included	Sample
Final Screener Reminder Mailing	Week 4	5/18/22; 5/19/22	Screener Reminder Letter	All nonresponding sampled households
Second Household Member(s) Baseline Invitation	Week 4 Week 5 Week 6	5/16/2022 5/23/2022 5/31/2022	Baseline Invitation Letter	All selected second HH member(s) – R2 (i.e., were not screener respondent)
Baseline Reminder Mailing	Week 4 Week 5	5/16/2022 5/23/2022 ⁵	Baseline Reminder Letter	All nonresponding R1 cases (i.e., selected screener respondent)
			Ask U.S. Panel Brochure	
Baseline Reminder Email	Week 5	5/23/2022	Baseline Reminder Email	All nonresponding cases that provided an email
Catchall Reminder Mailing	Week 8	6/14/2022	Final Catchall Reminder Letter	All nonresponding cases
Catchall Reminder Email	Week 8	6/13/2022	Final Catchall Reminder Email	

2.4.2 Topical Survey

The topical survey was programmed and administered by Census using Qualtrics web survey software. However, RTI was responsible for sending all recruitment contacts to enrolled panelists (i.e., baseline questionnaire respondents), and later, incentives. A protocol was developed to facilitate the file sharing process between RTI and Census for topical survey administration.

Topical survey correspondence was sent in waves, with respondents becoming eligible for the topical survey 4 weeks after baseline completion (see **Appendix B**). Approximately every 3 weeks RTI provided Census with a spreadsheet of eligible cases that included the case ID, tablet variable (i.e., received tablet or not), and a wave variable to load into Qualtrics. Census then loaded eligible cases into Qualtrics, generated unique links for each case, and uploaded the resulting case-specific topical survey links file to Kiteworks. The RTI team then downloaded the file from Kiteworks into RTI's secure ESN-share, where they were subsequently loaded into RTI survey and control systems. This process was repeated at 3-week intervals, updating the list of eligible respondents as they completed the baseline and sending the new topical survey invitations on a rolling basis.

On a weekly basis, Census uploaded a file of topical survey completes to Kiteworks, which was used to update the Symphony status codes. Upon reviewing 5% of the cases and confirming the status codes were properly updated, the topical survey incentives were processed and dispatched.

⁴ Second batch of baseline reminder mailings did not receive a brochure.

Topical Survey Recruitment Protocol

Topical survey correspondence included an email or text invitation, an email or text reminder, a mailed thank you/reminder postcard, and an email or text final reminder. The method of communication—email or text—was determined by the respondent’s stated preference in the baseline survey. Those who selected “both” as their preference received email and text communication. The language (i.e., Spanish or English) used in all topical survey contacts was contingent on the language option the respondent used to complete the baseline survey.

Topical Survey Invitation (text/email): Around 4 weeks after baseline completion, respondents were sent an invitation to the topical survey. The invitation consisted of a short message introducing the new survey, providing a case-specific link for direct access, and announcing the \$10 incentive offered upon completion of the topical survey.

Topical Survey Reminder 1 (text/email): One week after the initial invitation was sent, panelists who had not completed the topical survey received an email or text reminder. The message restated the availability of the topical survey, the case-specific link for direct access, and the \$10 incentive.

Topical Survey Thank you/Reminder Self-Mailer: In Week 3, all eligible panelists, regardless of topical survey completion status, were sent a postcard. The postcard served both as a thank you for sample members who had responded and a reminder for those who had not completed the topical survey. The postcard provided the website URL (askuspanel.org) and unique PIN, and an individualized QR code for access to the panel website. Unlike the screener and baseline mailings, the topical survey postcards were not subject to the experimental design on sponsorship (see **Section 2.2.1**). Rather, all topical survey postcards displayed explicit Census Bureau and federal partners involvement as those mailings performed significantly better in securing participation from respondents in the screener and baseline surveys (see **Section 3.1**). The postcard was the only physical mailing included in the topical survey data collection protocol.

Topical Survey Final Reminder (text/email): In Week 4, topical survey nonrespondents received a final reminder through email or text. The message alerted them to the upcoming end of the topical survey (in 2 weeks) with the goal of encouraging a prompter response.

2.4.3 Ask U.S. Panel Website

A website (www.askuspanel.org) was developed to provide panelists with additional information about the Ask U.S. Panel Pilot (i.e., FAQs), provide help desk contact information, and act as a central login for all Ask U.S. Panel Pilot surveys. The website was programmed in both English and Spanish. The www.askuspanel.org URL was provided on all letters, brochures, postcards, and emails distributed to sample members. In addition to about and FAQ tiles, the landing page included a PIN input (i.e., “Have a PIN? Enter it here”)

that respondents who accessed the survey via URL used to login. The PIN input was included on every page on the website to ensure respondents could easily login from any page. Upon PIN entry respondents were redirected to the appropriate survey (i.e., screener, baseline or topical survey) based on their unique survey PINs. If respondents accessed the survey via QR code, they were first directed to the website to facilitate QR access tracking, and then automatically redirected to the appropriate survey (i.e., screener, baseline, or topical survey).

2.4.4 Incentives

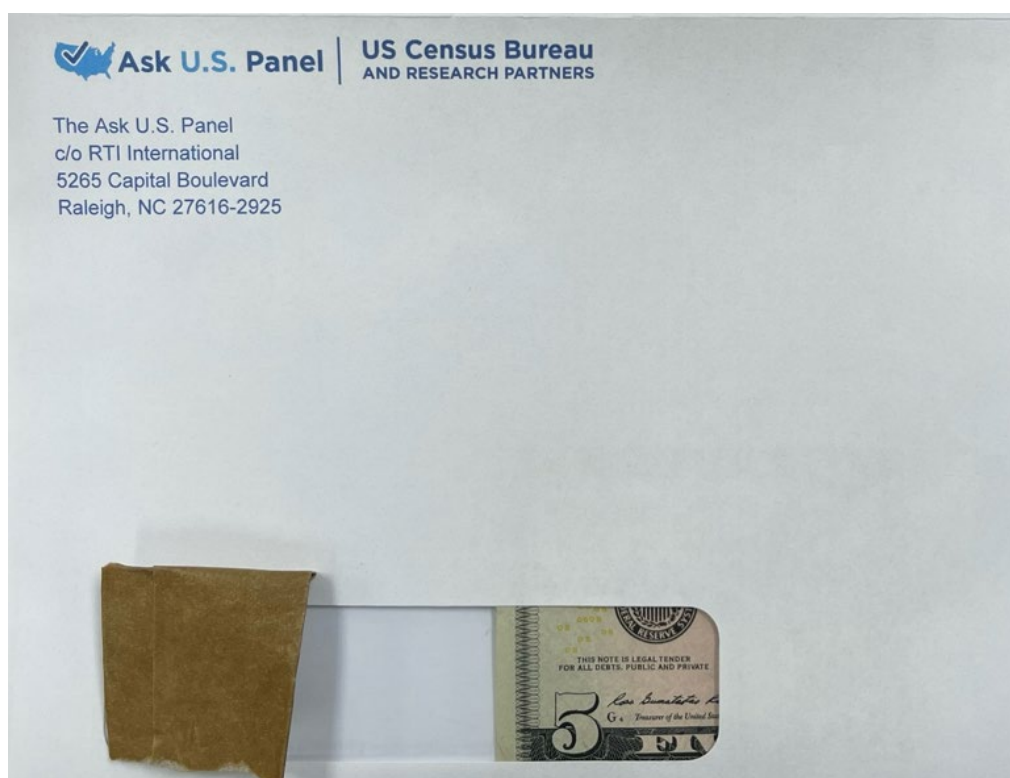
To encourage interest and participation in all Ask U.S. Panel Pilot surveys and phases, sample members were offered a range of incentives throughout the data collection period. To further encourage participation and ensure accessibility, respondents were able to choose the type of incentive payment for the early bird, baseline, night owl, and topical survey incentives—cash, check, physical gift card, or electronic gift card. Because the early bird, night owl and NRFU incentives were mutually exclusive, the maximum combined incentive a respondent could receive was \$40 (\$5 prepaid + \$5 early bird/night owl/NRFU + \$20 baseline + \$10 topical). Additional details on incentive types and amounts are included in **Exhibit 2-5**.

Exhibit 2-5. Incentive Types

Name	Amount	Total Sent	Delivery	To:	Types
Invitation	\$5.00	4,800	Prepaid	All sample members	Cash
Early Bird	\$5.00	32	Promised	Respondents who completed screener before May 4	Cash, Check, Gift Card (physical/electronic)
NRFU	\$5.00	486	Promised	Respondents who completed a CAPI screener	Cash, Check, Gift Card (physical/electronic)
Baseline	\$20.00	779	Promised	Respondents who completed the Baseline Survey	Cash, Check, Gift Card (physical/electronic)
Night Owl	\$5.00	51	Promised	Baseline respondents who completed after June 13	Cash, Check, Gift Card (physical/electronic)
Topical Survey	\$10.00	224	Promised	Respondents who completed the topical survey	Cash, Check, Gift Card (physical/electronic)

Initial Invitation: In an attempt to increase response rates and encourage participation, the Ask U.S. Panel Pilot sample members were offered a prepaid incentive in their initial invitation mailing. The initial survey invitation, sent in batches on April 25 and April 26, included \$5 cash to encourage the completion of the household roster. As part of the visible incentive experiment (**Section 2.2.1**) half of the initial invitations (2,400) had a nonvisible incentive within the folded invitation letter while the other half (2,400) had a \$5 dollar bill visible through the windowed envelope, placed horizontally, so the numeral 5 was recognizable (see **Exhibit 2-6** below).

Exhibit 2-6. Example Windowed Envelope with Visible Incentive



Early Bird: To further encourage early participation, a \$5 early-bird promised incentive was offered for completing the household roster by May 4, 2022. This was sent either as a standalone \$5 payment or—if sample members completed the baseline at the same time—a combined \$25 payment (\$5 early bird promised for screener completion + \$20 promised for baseline completion). Early bird incentives tend to encourage more timely responses and reduce the need for and costs associated with NRFU. Within this pilot, however, the early-bird incentive yielded fewer respondents than desired—less than 1% of sample members took advantage of the offer (see **Section 3.1**). This could be attributed to the abbreviated early-bird incentive period, as delays in the postal service resulted in approximately a 5-day response period for most sample members.

NRFU Household Roster: During the face-to-face NRFU, household members were offered a \$5 incentive to complete the household screener—24.3% of the 2,000 NRFU sample members completed the screener and accepted the \$5 screening incentive. Almost all NRFU screening respondents (96.4%) accepted the \$5 screening incentive.

Baseline Incentive: Baseline survey respondents received a \$20 incentive for completing their baseline survey. For phase 1 participants, the incentive was distributed via a baseline incentive mailing that included the \$20 incentive and the panel enrollment welcome letter. Phase 2 participants received a cash incentive from an interviewer at the end of their baseline interview. Overall, respondents' preferred method of payment were physical

incentives instead of digital—with cash requested by 62.7% of respondents, 20.1% requesting check, followed by 9.3% requesting a physical gift card, and 7.9% requesting an electronic gift card.

Night Owl: Because of lower than anticipated response to the early-bird incentive and the abbreviated administration period, an additional \$5 “night owl” incentive was added to the baseline incentive offer for phase 1 participants completing their survey after June 14, 2022—increasing the baseline incentive from \$20 to \$25. The night owl incentive was announced in the final reminder mailing sent on June 14, 2022, to encourage participation. This mailing was only sent to baseline nonrespondents, as screener nonresponse was addressed by NRFU. In total, 51 of the 323 eligible baseline cases received the night owl incentive.

Topical Survey: To encourage panelists to continue participation in the Ask U.S. Panel, a \$10 incentive was offered upon completion of the topical survey. For the Ask U.S. Panel Pilot, a total of 224 topical survey incentives were issued with 71.9% of panelists selecting a cash incentive, 15.2% requesting a check, 5.8% requesting a physical gift card, and 7.1% requesting an e-gift card.

2.4.5 Tablets

To minimize bias in topical surveys, respondents who reported having no home internet in INT1 in the baseline survey or a combination of “less than once a month” to INT 3, “dial-up internet service” or “some other service” to INT5 and “no internet access whenever they needed” to INT6 were offered a tablet. Respondents who accepted the tablet offer were shipped a Samsung Galaxy Tab A7 Lite tablet. Prior to shipping, the tablets were activated with an unlimited Verizon cellular data plan (tablet data plans were active through conclusion of the topical survey on October 3, 2022). Across both baseline survey phases, 53 tablets were requested and shipped. Of the 53 tablets shipped, 27 used cellular data.

Exhibit 2-7 provides detail on tablet request by strata type.

Exhibit 2-7. Tablet Distribution by Study Strata

Stratum ID	Stratum Description	Number of Tablets
1	Low Internet, Low Hispanic	9
2	High Internet, Low Hispanic	1
3	Low Internet, High Hispanic	37
4	High Internet, High Hispanic	6

2.5 Analytic Methods

The Ask U.S. Panel Pilot was conducted to evaluate several design aspects to inform the possible development of a future panel:

- Experimental design results—we examined the impact of a prepaid visible incentive on initial recruitment rate, and response rate to the topical surveys. We evaluated the impact of sponsorship on the initial recruitment rate for use with any future panel recruitment.
- Nonresponse bias evaluation—we examined the extent to which respondents to the baseline questionnaire were different from nonrespondents on demographic characteristics collected in the screener. A similar evaluation was conducted for topical survey respondents using information obtained in the baseline questionnaire. We also evaluated to what extent nonresponding screener households were different from the overall sample characteristics based on frame data.
- Observational study on tablet acceptance—we examined respondent characteristics and topical survey participation rates for tablet recipients.

Data were evaluated and edited as needed prior to analyses. For example, we addressed item nonresponse for variables important for weighting and reporting through imputation. Corrected or imputed values were included on the analysis file within new variables to accompany the originally supplied information along with imputation flag variables.

All descriptive analyses were conducted either unweighted to describe information specific to each sample, or weighted to estimate population values. (See **Appendix D** for the weighting specifications.) Estimated standard errors may be calculated with, for example, the SUDAAN procedure in **Exhibit 2-8** to account for the complex sampling design.

Exhibit 2-8. Example SUDAAN Code to Evaluate Nonresponse Bias in Baseline Questionnaire With Base Weights and Frame Variables

```
PROC CROSSTAB DATA=BaselineQ DESIGN=WR;
  NEST stratum_id Cluster_IDnum;
  WEIGHT WT_Baseline_Base;
  CLASS Base_Resp stratum_id region expl exp2;
  TABLES Base_Resp*(stratum_id region expl exp2);
  TEST CHISQ;
  PRINT NSUM colPER SEcol STESTVAL SDF SPVAL;
  RFORMAT Base_Resp resp_.;
  RFORMAT stratum_id strat_.;
  RFORMAT region regn_.;
  RFORMAT expl_.;
  RFORMAT exp2_.;
RUN;
```

3. Results

3.1 Study Response

Response status codes for each instrument were classified into three groups for calculation of American Association for Public Opinion Research (AAPOR, 2016) response rates: eligible respondents, ineligible respondents, and nonrespondents. For convenience, all sample members (household or person) with an unknown study eligibility status (i.e., no contact) were classified as nonrespondents and assumed eligible.

Exhibit 3-1 provides sample counts, respondent counts, and unweighted and weighted response rates by select characteristics for the screener questionnaire collected for each household. Among the 4,503 eligible addresses randomly chosen for the pilot, 822 (18.3% unweighted, 36.6% base-weighted) completed the screener; 21% of all completed screeners were in Spanish. The largest response rates were obtained from stratum 2 (high internet penetration/low Hispanic concentration). The nonresponse follow-up (Phase 2) yielded a relatively large increase in the number of completed screeners especially for stratum 3 (low internet penetration/high Hispanic concentration).

The two experimental conditions randomly assigned and tested only with the initial recruitment efforts (Phase 1). Both the use of the visible \$5 incentive (see **Section 2.4.1**) and the tag letter and envelope were shown to each have a significant influence (0.05 test level) on the unweighted and weighted response rates. There was also a significant effect even after controlling for design stratum; the interaction of the two experimental conditions was also significant.

The early bird and night owl incentives did not seem to have an impact on response rates – only 32 of the 4503 eligible sample members took advantage of the early bird incentive and 51 of the 323 baseline eligible respondents took advantage of the night owl incentive.

Exhibit 3-1. Sample Counts, Respondent Counts, and Screener Response Rates by Select Address-level Characteristics

Address Characteristics	Sample	Respondents			Unwtd RR (%) ^a	Wtd RR (%) ^{a,b}
		Total	Phase 1	Phase 2		
Overall	4,503	822	338	484	18.3	36.6
Strata						
1-Low Internet / Low HL	1,333	191	98	93	14.3	13.2
2-High Internet / Low HL	458	154	73	81	33.6	37.7
3-Low Internet / High HL	2,241	393	139	254	17.5	21.8
4-High Internet / High HL	471	84	28	56	17.8	22.2
Census Region						

Address Characteristics	Sample	Respondents			Unwtd RR (%) ^a	Wtd RR (%) ^{a,b}
		Total	Phase 1	Phase 2		
Northeast	458	88	37	51	19.2	40.4
Midwest	453	54	34	20	11.9	10.8
South	2,075	380	137	243	18.3	29.6
West	1,517	300	130	170	19.8	33.0
Incentive Experiment ^c						
Visible \$5	2,257	434	434	NA	19.2	34.2
Not visible	2,246	388	388	NA	17.3	30.8
Endorsement Experiment ^c						
Tag letter / Envelope	2,256	433	433	NA	19.2	34.1
No Tag letter / Envelope	2,247	389	389	NA	17.3	30.9

Note: HL = Hispanic / Latino / Latina; Unwtd = unweighted; Wtd = survey weighted; RR = response rate; NA = not applicable

^a AAPOR Response rate RR1 (AAPOR, 2016).

^b Weighted response rates overall and by strata use weights that account for nonresponse follow-up (phase 2) subsampling. Rates for the experimental conditions incorporate phase 1 base weights with nonresponse follow-up respondents treated as phase 1 nonrespondents.

^c The experimental conditions were evaluated in the phase 1 sample recruitment efforts and not included as part of the nonresponse follow-up (phase 2). Response was significantly higher at the 0.05 level for both for the visible incentive and use of a tag letter and envelope.

Exhibit 3-2 provides the same information as **Exhibit 3-1** for the baseline and topical questionnaires among households with a completed screener where at least one adult was selected for panel recruitment.⁶ Overall, almost 58% (53.8% weighted) of the sampled adults completed the baseline questionnaire and enrolled in the panel, the highest levels noted for stratum 3, those where two adults were selected, and households included in the NRFU. Response rates for other characteristics were comparable.

The overall response rate for the topical survey (**Exhibit 3-2**), among participants who completed the baseline questionnaire, was 28.6% unweighted (37.1% weighted). Adults in the areas with relatively high internet access and low proportions of Hispanics participated at the highest levels relative to panelists in the other design strata. Additionally, those recruited during NRFU participated at much lower rates than those empaneled during the initial recruitment phase. As expected, the recruitment experiments administered for the screener did not appear to have a lasting effect on participation especially for the topical questionnaire.

Comparing response rates across the three questionnaires suggests that the initial recruitment is critical to enlisting panel members, as expected. Once engaged, the randomly

⁶ Census, RTI, and the Technical Advisory Group discussed randomly choosing households to have no participant selection to ensure sufficient enrollment from the 'hard to survey' subgroups. This approach was not implemented for the pilot.

chosen household members were more likely than not to complete the baseline questionnaire and to enroll in the panel. However, the drop in completed topical questionnaires among the baseline respondents likely indicates the need for additional engagement between the survey administrations, despite the short period between baseline and topical surveys. Another possible explanation is the potential confusion related to panel participation – sample members were introduced to a ‘panel pilot’ and some might have thought their participation ended with the completion of the screener and baseline.

Exhibit 3-2. Sample Counts, Respondent Counts, and Response Rates by Study Questionnaire and Select Characteristics

Characteristics	Baseline Questionnaire				Topical Questionnaire			
	n ^a	Resp	Unwtd RR (%) ^b	Wtd RR (%) ^b	n ^a	Resp	Unwtd RR (%) ^b	Wtd RR (%) ^b
Overall	1,368	789	57.7	53.8	789	226	28.6	37.1
Strata								
1-Low Internet / Low HL	293	159	54.3	45.1	159	47	29.6	21.3
2-High Internet / Low HL	261	139	53.3	53.8	139	72	51.8	41.8
3-Low Internet / High HL	663	403	60.8	59.3	403	95	23.6	18.1
4-High Internet / High HL	151	88	58.3	55.4	88	12	13.6	18.0
Census Region	145	86	59.3	61.7	86	36	41.9	36.7
Northeast	84	34	40.5	30.4	34	12	35.3	17.8
Midwest	643	392	61.0	63.3	392	81	20.7	6.8
South	496	277	55.8	44.2	277	97	35.0	47.5
West	145	86	59.3	61.7	86	36	41.9	36.7
Incentive Experiment								
Visible \$5	729	408	56.0	53.0	408	111	27.2	31.9
Not Visible	639	381	59.6	54.7	381	115	30.2	43.4
Endorsement Experiment								
Census	715	410	57.3	53.0	410	112	27.3	31.8
Other	653	379	58.0	54.7	379	114	30.1	45.9
Roster recruitment								
Phase 1	554	285	51.4	47.3	285	147	51.6	74.9
Phase 2 (NRFU)	814	504	61.9	56.5	504	79	15.7	23.7
Persons selected								
1 adult	276	218	79.0	79.1	218	58	26.6	35.1
2 adults	1,092	571	52.3	49.0	571	168	29.4	37.7
Language of Interview ^c								
English	1,055	609	57.7	53.4	617	209	33.9	41.5

Characteristics	Baseline Questionnaire				Topical Questionnaire			
	n ^a	Resp	Unwtd RR (%) ^b	Wtd RR (%) ^b	n ^a	Resp	Unwtd RR (%) ^b	Wtd RR (%) ^b
Spanish	313	180	57.5	62.5	172	17	9.9	4.1

Note: n = sample count; Resp = respondent count; HL = Hispanic / Latino / Latina; Unwtd = unweighted; Wtd = survey weighted; RR = response rate; NRFU = nonresponse follow-up.

^a Baseline 'n' is to the number of adults selected from screened households. Only adults who complete the Baseline questionnaire enroll in the panel and are asked to complete the Topical questionnaire. Consequently, the Topical 'n' is equal to the number of Baseline 'Resp'.

^b AAPOR Response rate RR1 (AAPOR, 2016).

^c Defined as screener language for the baseline response rates, and baseline language for the topical response rates.

Characteristics for the Ask U.S. panelists by study instrument are found in **Exhibit 3-3**. For example, almost 59% of the baseline respondents (i.e., enrolled panelists) were female, most were 51-65 years of age, Hispanic, a high school graduate or GED holder without additional education, had health insurance, and completed the questionnaire in person (NRFU). The topical survey respondent characteristics were the same as the baseline with a few exceptions: a higher proportion of the respondents were White, not Hispanic and completed the questionnaire on the web (CAWI). As expected, the distribution by device type shifted from PC/laptop in the baseline to higher rates of topical completion by smartphone and tablet because recruitment by email and text was administered for the latter topical.

Exhibit 3-3. Respondent Characteristics by Study Questionnaire

Characteristics	Baseline			Topical		
	N	Unwtd pct ^a	Wtd pct ^b	n	Unwtd pct ^a	Wtd pct ^b
Overall	789	100.0	100.0	226	100.0	100.0
Sex						
Male	326	41.3	47.4	90	39.8	48.3
Female	463	58.7	52.6	136	60.2	51.7
Age Group (years)						
18-25	80	10.1	18.8	19	8.4	10.8
26-35	127	16.1	15.4	44	19.5	18.4
36-50	181	22.9	21.4	57	25.2	27.5
51-65	224	28.4	22.5	61	27.0	22.6
66+	177	22.4	22.0	45	19.9	20.7
Race/ethnicity						
Hispanic	447	56.7	68.5	87	38.5	16.2
Black, not Hispanic	53	6.7	11.1	19	8.4	7.3

Characteristics	Baseline			Topical		
	N	Unwtd pct ^a	Wtd pct ^b	n	Unwtd pct ^a	Wtd pct ^b
White, not Hispanic	235	29.8	10.4	100	44.2	68.1
Other, not Hispanic	54	6.8	10.1	20	8.8	8.3
Education						
No Diploma	214	27.1	24.5	25	11.1	11.4
HS Graduate/GED or Alternative	244	30.9	42.3	61	27.0	27.3
Associates degree/Some college	139	17.6	20.4	44	19.5	30.3
Bachelor's degree	116	14.7	11.2	59	26.1	19.5
Master's degree	64	8.1	1.6	28	12.4	10.9
Doctorate or professional	12	1.5	0.0	9	4.0	0.6
Employment status						
Working for pay	412	52.2	51.0	122	54.0	69.1
Other	377	47.8	49.0	101	44.7	30.9
Marital status						
Married	90	11.4	17.1	26	11.5	9.3
Domestic partnership (not married)	41	5.2	4.8	5	2.2	0.5
Widowed	55	7.0	1.8	9	4.0	4.3
Divorced	79	10.0	22.6	27	11.9	6.2
Separated	33	4.2	0.8	5	2.2	0.4
Never married	170	21.5	31.0	50	22.1	18.5
Not Reported	321	40.7	21.8	104	46.0	60.8
Health Insurance						
Yes	632	80.1	72.0	195	86.3	90.0
Mode of access						
QR code	196	24.8	21.5	84	37.2	45.8
Device for Online Completion ^c						
PC / laptop	556	70.5	69.0	79	35.0	32.9
Smartphone	154	19.5	23.3	122	54.0	62.5
Tablet	55	7.0	6.8	25	11.1	4.6
Completion Mode						
CAWI	269	34.1	64.9	226	100.0	100.0
CAPI	496	62.9	0.8	NA	NA	NA
CATI	24	3.0	34.3	NA	NA	NA

Note: n = respondent count; NA = not applicable; Unwtd = unweighted; Wtd = survey weighted; RR = response rate; HL = Hispanic / Latino / Latina; HS = high school; CAWI = computer-assisted web interview; CAPI = computer-assisted personal (in-person) interview during NRFU; CATI = computer-assisted telephone interview; PC

= personal computer. NRFU = nonresponse follow-up; percentages may not sum to 100 due to item nonresponse or rounding.

^a Unweighted percent distribution by category.

^b Weighted percent distribution by category using the questionnaire-specific analysis weights.

^c Counts exclude participants completing the baseline questionnaire via CATI.

3.2 Participant Burden

Participant burden is quantified by the time needed to complete a questionnaire. Completion times were calculated based on elapsed time from start to finish. This time may include periods during the interview when the participant, for example, was away from the computer or interacting with the interviewer. Consequently, we did not evaluate the data for statistically significant differences in characteristics available for the respondents.

Exhibit 3-4 shows the median time in minutes to complete the screener and baseline questionnaires. Compared with means, the medians presented are less sensitive to skewed data or extreme values. Overall, the median number of minutes for household respondents to complete the screener was 6.1; time was slightly higher for households in strata with a relatively high concentration of Hispanic/Latino/Latina population and for respondents who completed via CATI.

For the baseline, the median number of minutes to completion for the panelists was 25.4 with relatively higher completion times for persons in stratum 4 and those participating by phone (CATI). Surprisingly, smartphone users completed the baseline questionnaire in less time than those completing by computer/laptop; median completion times were slightly higher for Hispanic and Black, not Hispanic panelists.

Exhibit 3-4. Median Time (Minutes) to Complete Interview by Questionnaire and A Set of Key Characteristics

Characteristics	Screener (Minutes)	Baseline (Minutes)
Overall	6.1	25.4
Strata		
1-Low Internet / Low HL	6.0	25.3
2-High Internet / Low HL	5.1	22.4
3-Low Internet / High HL	6.7	25.8
4-High Internet / High HL	7.4	35.1
Household Size ^a		
1 person	4.8	23.6
2 persons	6.5	25.6
3 persons	7.5	25.2
4 persons	9.2	23.0

Characteristics	Screener (Minutes)	Baseline (Minutes)
5 or more persons	10.3	32.0
Mode		
CAWI	4.1	19.1
CAPI	7.2	29.0
CATI	8.7	40.5
Device		
PC / laptop	6.8	27.6
Smartphone	4.2	19.4
Tablet	4.6	23.1
CATI	8.7	40.5
Sex		
Male	NA	25.6
Female	NA	25.3
Age Group (years)		
18-25	NA	25.8
26-35	NA	24.0
36-50	NA	25.0
51-65	NA	25.7
66+	NA	26.9
Race/ethnicity		
Hispanic	NA	27.2
Black, not Hispanic	NA	27.2
White, not Hispanic	NA	22.5
Other, not Hispanic ^b	NA	21.8

Note: CAWI = computer-assisted web interview; CAPI = computer-assisted personal (in-person) interview during nonresponse follow-up; CATI = computer-assisted telephone interview; PC = personal computer.

^a Values refer to number of adults (screener) or number of persons (baseline).

^b Includes single-race groups not otherwise classified along with multiple-race responses.

3.3 Request for Study Tablets

Fifty-three panelists (6.7% of the 789 baseline respondents) qualified for, requested, and received a tablet to complete the topical survey. Approximately 86% were sampled from households in one of the two low internet penetration strata, with most (70%) residing in stratum 3 (relatively high Hispanic/Latino/Latina concentration). However, only 4 of those 53 panelists (7.5%) completed the topical survey and none participated with the study tablet.

3.4 Data Quality

3.4.1 Data Editing

The responses were evaluated post-data collection to verify instrument quality checks (e.g., valid ranges) and to determine levels of item nonresponse for variables included in the analysis weight calculations. Questions that were not administered because of programmed skip logic had their numeric analysis variable recoded to “.S” to denote a legitimate missing value. Sample members who did not start the questionnaire had **all** item responses recoded to “.U” to signify unit (complete) nonresponse. All other missing values were recoded to “.I” for item nonresponse.

3.4.2 Breakoffs and Item Nonresponse

Breakoffs. Overall, the proportion of Ask U.S. Panel Pilot questionnaires initiated but not completed was low. Of the 859 screeners started only 43 (5.0%) were never finalized. Interestingly, all but eight cases were halted before random selection of one or two adults was completed.

Breakoffs for the baseline were even lower than the screener. Of the 813 baseline questionnaires initiated, only 24 (3.0%) were left incomplete and the participant was not enrolled in the panel.

Item Nonresponse. As one measure of data quality, RTI evaluated the unweighted item nonresponse in the screener and baseline questionnaires. For the screener, we evaluated 14 items, **R3** (How old are you?) through **R13** (... do you or any member of this household have access to the Internet?), excluding validly skipped items and any questions asked of fewer than 20% of the participants. Overall, item nonresponse in the screener was low with median and mean rates of 0.9% and 1.7%, respectively. For example, the **R11** series—that collects the age of all adults in the household—had the highest level of item nonresponse, 3.8% for the first adult and 8.1% for the second adult. Question **R12** (receipt of SNAP/food stamps) was slightly lower (3.5%), followed by **R13** (internet access) at 3.3%. Additional information is found in the accompanying codebook.

Most of the baseline questionnaire items were not required for the participants to continue with the interview. A total of 93 questions were evaluated—excluding those requiring a written response, validly skipped items, and any questions asked of fewer than 20% of the participants—resulting in a median and mean item nonresponse rates of 2.9% and 9.0%, respectively. For example, only one person (0.1%) did not answer INT1 (Do you use internet at home), while possibly perceived sensitive questions such as ROSTER1 – ROSTER3 (that requests the number of children by age group), ROSTER4 (sex at birth), and ROSTER4a (gender identity) were left unanswered by 27.6%, 40.8%, and 40.8% of the participants, respectively. Overall, 29 items (31.2%) exceeded a 5% item nonresponse rate. Counts of item nonrespondents are shown in the accompanying baseline codebook.

3.5 Analysis Weights

3.5.1 Imputation of Missing Values for Weighting Variables

Missing values for weighting variables were replaced where possible with logically assigned information collected in the screener or from other source information on the participant. Otherwise, we used statistical imputation to replace the missing information. **Exhibit 3-5** shows the variables subject to imputation, their item nonresponse, and the methodology used to impute the missing information.

Exhibit 3-5. Weighting Variables with Missing Values Imputed by Item Nonresponse Rate and Imputation Methodology

Variable Name	Variable Label	Item Response (%)	Imputation Methodology (covariates)
RAGE	Respondent age	98.0	Carry Forward; Linear model (HHNUMBER)
DEM5	What is the highest degree or level of school you have completed?	89.9	Weighted Sequential Hot Deck (STRATUM_ID, FOOD3)
FOOD3	Do you or anyone in your household receive benefits from the Supplemental Nutrition Assistance Program (SNAP) or the Food Stamp Program?	99.4	Carry Forward; Logistic model (DEM5, STRATUM_ID)
INS1	Are you CURRENTLY covered by any kind of health insurance or some other kind of health care plan?	98.5	Logistic model (HHNUMBER, RAGE, DEM5, REGION, STRATUM_ID)
ROSTER4	Sex you were assigned at birth, on your original birth certificate	59.2	Carry Forward; Evaluation of first name; Logistic model (FOOD1)
ROSTER4A	Gender you currently describe yourself as	59.2	Simultaneous with ROSTER4
HISP_IND	Hispanicity indicator (derived from baseline questionnaire)	99.6	Logistic model (HHNUMBER, REGION, STRATUM_ID, LOGISTIC)
LANG1	Do you speak a language other than English at home?	75.5	Carry Forward; Logistic model (HHNUMBER, REGION, DEM3)
LANG2	What language other than English do you speak at home?	55.9	Carry Forward
DEM4_1	What is your race? White	89.4	Weighted Sequential Hot Deck (HISP_IND=0, categorized education EDUCAT)
DEM4_2	What is your race? Black or African American	89.4	Simultaneous with DEM4_1

Variable Name	Variable Label	Item Response (%)	Imputation Methodology (covariates)
DEM4_3	What is your race? American Indian or Alaska Native	89.4	Simultaneous with DEM4_1
DEM4_4	What is your race? Native Hawaiian or Other Pacific Islander	89.4	Simultaneous with DEM4_1
DEM4_5	What is your race? Asian	89.4	Simultaneous with DEM4_1

For example, the “carry forward” method was used to populate missing baseline responses with those available from the screener. Where possible, the participant’s sex (ROSTER4) was assigned based on their first name. Insurance status (INS1) was imputed using a logistic model with covariates HHNUMBER (number in household), RAGE (respondent age including imputed values), DEM5 (education including imputed values), REGION (Census region of the residence), and STRATUM_ID (design stratum). Respondents’ race indicators, for those reported or imputed as not Hispanic) were simultaneously imputed with a base-Weighted Sequential Hot Deck methodology using their categorized highest level of education. All statistical imputation methods were implemented within SUDAAN’s IMPUTE procedure (Research Triangle Institute, 2012).

Covariates for the imputation procedures were identified through correlational analyses with particular attention paid to cross-classifications that produced fewer than 30 sample members. Response distributions were evaluated pre- and post-adjustment to isolate any sizeable shifts; we adjusted the covariates to accommodate the large changes and reevaluated the distributions.

Variables including the assigned/imputed values retained the variable name shown in **Exhibit 3-5**. The unedited responses were saved to a corresponding “_raw” version. An additional “_imp” variable contained flags to identify the newly added responses with codes: 0 = no assignment/imputation, 1 = logical assignment, and 2 = imputation. For example, DEM5_raw contains the highest level of education originally reported by the participant including no response, DEM5 contains the original and newly assigned responses, and DEM5_imp is the corresponding imputation flag.

3.5.2 Weighting Protocol

Base (inverse selection probability) weights not only provide the basis for the analysis weights but also are required for the calculation of weighted response rates and evaluation of nonresponse bias analysis (see **Section 3.5**). Adjustments were applied to form the analysis weights with the goal of limiting bias in the estimates. Details of the adjustments and iterative quality evaluations are provided in **Appendix D**. All weight components are included in the analysis files (see **Section 3.6**).

Point estimates and associated evaluations generated with the analysis weights should be interpreted with caution. As noted in **Section 2.1**, the Ask U.S. Panel Pilot sample contained a relatively high proportion of the target population that historically are less likely to participate in surveys and those less likely to have access to the Internet to evaluate the methodology for future studies. Consequently, the distribution of participants is highly skewed compared to the U.S. adult population counts used in the weighting. The sampling design and the relatively small pilot sample size collectively limited the variables available for the weight calibration model and increased the variability of the resulting weights that can limit precision in the population estimates.

3.6 Nonresponse Bias

Nonresponse bias analyses were conducted to assess the influence of NRFU in capturing underrepresented participants in the initial recruitment phase: frame information was used for the screener-level analyses, screener responses for baseline, and baseline responses for the topical survey. A conservative nonresponse bias was performed using a base-weighted chi-square test via SUDAAN's CROSSTAB procedure for each instrument by comparing respondents and nonrespondents—instead of comparing respondents to population values—because the latter statistic incorporates nonresponse rate but the former does not. NRFU (Phase 2) respondents were reclassified as nonrespondents for the Phase 1-only analyses.

Screener. Bias in the design stratum and census region was examined with the screener response data. Significant bias was not detected for the design stratum in either the Phase 1-only data or after including NRFU. Census region, however, was statistically significant (<0.002) for both conditions: the highest weighted response rate was obtained in the western region with the initial recruitment efforts, with additional participants recruited in the Northeast and especially the South via NRFU.

Baseline. Nonresponse bias in the baseline information was assessed with frame and screener-level information. **Exhibit 3-6** displays the p-values for the test of significant bias at the 0.05 alpha level. Summary comments are provided to help guide the interpretation of the (bold) significant p-values. For example, as with the screener, census region remained statistically associated with patterns of nonresponse bias. The NRFU (Phase 2) efforts appear to have accessed more diverse households such as those who do not own their home, who speak a language in the home other than English, and who receive financial assistance.

Exhibit 3-6. Summary of Nonresponse Bias Evaluation for Baseline Participants using Frame Data and Select Screener Responses

Characteristics	Wald F p-value		Summary Comments
	Phase 1	w/NRFU	
Frame Data:			

Characteristics	Wald F p-value		Summary Comments
	Phase 1	w/NRFU	
Design stratum	0.41	0.74	
Census region	<0.001	<0.001	Baseline participation linked to screener participation patterns - see comments for screener analyses
Screener Responses:			
Number of adults in the household	<0.001	<0.001	Participation decreased as the number of eligible adults in the HH increased and this did not change with NRFU
Home ownership (yes vs. no)	<0.001	0.72	NRFU appears to have increased the coverage of non-homeowners
English spoken in the home	0.42	0.02	NRFU appears to have increased the coverage of HHs where a non-English language is spoken at higher rates than English-language households, thereby increasing differential patterns by language. ^a
HH receives SNAP / food stamps	0.03	<0.001	NRFU appears to have increased the coverage of HHs receiving SNAP / food stamp benefits but detectable bias in the same direction remained after NRFU.
Internet access (yes vs. no)	0.19	0.93	
Number of adults randomly chosen	<0.001	0.02	One-person households more likely to participate in the initial recruitment and this pattern did not change significantly with NRFU
Chosen screener language	0.17	0.43	

Note: HH = household; NRFU = nonresponse follow-up. Bold p-values significant at the 0.05 level.

^a Though classified as nonresponse bias, the results suggest the positive impact of NRFU on enrolling an oversample of participants in non-English speaking households.

Topical Survey. RTI assessed nonresponse bias in the topical survey through evaluation of information available from the sampling frame and collected in the screener and baseline questionnaires. **Exhibit 3-7** displays the bolded p-values for the test of significant bias at the 0.05 alpha level. As with the baseline analyses, summary comments provide a guide to the influence of NRFU on nonresponse and pattern differences found between the baseline and topical. For example, non-child households may have been slightly more engaged in the study and thereby complete the topical survey. Additionally, panelists in households with a screener completed in English were more likely to answer the topical survey questions than the converse.

Exhibit 3-7. Summary of Nonresponse Bias Analyses for Topical Survey Participants using Frame Data, and Select Responses

Characteristics	Wald F p-value		Summary Comments
	Phase 1	w/NRFU	
Frame Data:			
Design stratum	0.61	0.74	
Census region	<0.001	0.50	Participation linked to screener participation patterns - see comments for screener analyses
Participant Responses:			
Number of adults in the household	0.35	<0.001	NRFU may have influenced the increased participation of two-person HHs in the topical
Home ownership (yes vs. no)	0.03	0.39	NRFU appears to have increased participation of non-homeowners
English spoken in the home	0.21	0.01	NRFU appears to have increased participation of HHs where a non-English language is spoken
HH receives SNAP / food stamps	<0.001	0.54	NRFU appears to have increased the participation of HHs receiving SNAP / food stamp benefits
Internet access (yes vs. no)	0.21	0.10	Participation from non-internet households was quite low
Number of adults randomly chosen	0.83	0.90	
Chosen screener language	0.06	<0.001	Participants with a screener completed in English were more likely to complete the topical
Children in the HH	0.00	0.05	Phase 1 participating HHs with children versus none were more likely to participate, while the NRFU seemed to influence participation for non-child HHs to a greater extent.

Note: HH = household; NRFU = nonresponse follow-up. Bold p-values significant at the 0.05 level.

3.7 Analysis Files

A sample-specific analysis file was developed for each questionnaire in SAS format and delivered to Census via a secure transfer protocol. A format library was included with each file. The analysis files included the following information:

- Sample member name and unique ID
- Contact information (mailing address, home phone, work phone, email)
- First-stage stratum identifier and stratification variables
- First-stage cluster ID
- Questionnaire responses (unedited)
- Revised response for some questionnaire items
- Survey weights (base weights, weight adjustments, analysis weights)

-
- Response status
 - Mode of data collection and device type
 - Calculated time to complete the questionnaire (seconds)

Statistical codebooks with unweighted and weighted frequencies are provided in separate files.

4. Discussion

4.1 Study Objectives

The objectives of the Ask U.S. Pilot Panel were to test and evaluate mixed-mode methods for the recruitment of a probability-based web panel of U.S. adults who were not already members of an existing survey panel. We experimentally tested a sponsorship tag and visibility of a prepaid incentive and conducted observational studies on the importance of using CATI and CAPI to supplement the invitation to sample members to complete the screener and baseline online. Since the intent was to have a functioning web panel, recruited pilot panelists without internet access were offered a web-enabled tablet with an unlimited data plan to complete the topical survey via web.

4.2 Key Findings

1. A mixed-mode approach was important at the recruitment stage. Even though inbound CATI did not have much success (only 24 panelists completed the screener and baseline via phone), CAPI in the NRFU phase was particularly successful and important for both screener and baseline completion among the low-internet, high-Hispanic stratum. However, panelists recruited during NRFU responded at lower rates to the topical survey.
2. The costs per completed CAPI baseline survey were 2 times the cost per completed web baseline survey. The cost per completed CATI baseline survey was 10 times the cost per completed web baseline survey—this number is skewed by the limited number of CATI responses.
3. Using a visible incentive and U.S. Census Bureau and Research Partners tag to indicate sponsorship yielded significantly higher response rates.
4. Similar to other studies, delivering data enabled tablets to panelists (e.g., the FDA Tobacco Panel) was not a successful strategy. We distributed 53 tablets (more than half to the low-internet, high-Hispanic group), but only half activated cellular data use for the duration of the study and none were used for topical survey completion. Some respondents were hesitant to receive a tablet because of their technological limitations. Future studies should consider having field interviewers conduct a demonstration/tutorial of tablet functionality to ease such concerns.⁷

⁷ We only provided sample members with a picture tutorial.

4.3 Pilot Limitations

The Ask U.S. Panel Pilot sample was designed to test recruitment methods among those populations historically less likely to participate in web surveys, such as those without Internet access and of Hispanic origin. As a result, the distribution of participants was highly skewed compared to the U.S. adult population. Combined with the relatively small sample size of the pilot, we faced increased variability in the resulting weights that can limit precision in the population estimates.

Finally, our pilot took place during the summer months, and many NRFU sample members voiced concerns about COVID-19 but were hesitant to complete the interview outside because of high temperatures. Future studies should take into consideration such seasonal effects.

4.4 Practical Recommendations from the Field

Field interviewer debriefings revealed observations that should be considered in future design work:

1. Based on the NRFU face-to-face component, we estimated that only 25% of respondents recalled receiving a survey mailing. Future studies should focus on making respondent materials more eye catching and memorable.
2. Field interviewers reported that conducting the interview on a laptop was cumbersome, and a tablet would have been a better alternative.
3. Bilingual interviewers reported that there were frequently cognition issues during CAPI interviews, noting that the interview was easier to understand in writing. Future studies should consider test accessibility of CAWI and CAPI/CATI interviews separately.

References

The American Association for Public Opinion Research. 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition. AAPOR.

https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf

Research Triangle Institute (2012). SUDAAN Language Manual, Volumes 1 and 2, Release 11. Research Triangle Park, NC: Research Triangle Institute.

Appendices

Appendix A: Screener & Baseline Recruitment Materials

SCREENER INVITATION LETTER

CURRENT RESIDENT

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIP]

Dear Resident of [STATE],

You are invited to join the Ask U.S. Panel pilot, a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that will be used to develop and implement future panels. Members of the panel will participate in surveys led by the U.S. Census Bureau and other federal agencies focused on topics such as food and nutrition, transportation, employment, and education. Your household was randomly selected to receive this letter and represent thousands of other households.

We are contacting you to determine if someone in your household may be eligible for the Ask U.S. Panel pilot. Please take 5 minutes to answer some brief questions to find out if you or someone in your household is eligible to join the Ask U.S. Panel pilot. To complete the short screener, please visit the following link and enter your PIN.

LINK: [SURVEY LINK]

PIN: [PIN]

You may also scan the QR code in the top, right corner of this letter using your phone's camera to access your survey.

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

As a token of our appreciation for completing the survey, we have enclosed \$5 cash. If you complete the survey either online or over-the-phone by [DATE], you will receive an additional \$5.

Your participation is voluntary and your answers to the questions will be protected from disclosure to the full extent as required by law. If someone in your household is eligible for the Ask U.S. Panel pilot, we will provide information about how to enroll at the end of this survey. Persons who join the pilot panel will also receive additional incentive payments for participating in an upcoming Ask U.S. Panel survey.

RTI International, a not-for-profit research organization, is working with the U.S. Census Bureau to create the Ask U.S. Panel pilot. If you have any questions about the pilot panel, you can reach the RTI Ask U.S. Panel pilot team directly at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your cooperation.

Sincerely,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

SCREENER REMINDER LETTER

CURRENT RESIDENT

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIP]

Dear Resident of [STATE],

Recently, your household received a letter from the U.S. Census Bureau asking you to participate in a survey for the Ask U.S. Panel pilot, but we have not yet received your response. The Ask U.S. Panel pilot is a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that will be used to develop and implement future panels. Members of the pilot panel will participate in surveys led by the U.S. Census Bureau and other federal agencies focused on topics such as food and nutrition, transportation, employment, and education. Your household was randomly selected to receive this letter and represent thousands of other households.

It is very important that an adult in your household complete the screener to determine if someone is eligible to join the panel pilot. Because our sample is randomly selected, no other household can take your place. Please take 5 minutes to answer a few brief questions to find out if you or someone in your household is eligible to join the Ask U.S. Panel pilot. To complete the short survey, please visit the following link and enter the PIN provided below.

LINK: [SURVEY LINK]

PIN: [PIN]

You may also scan the QR code in the top, right corner of this letter using your phone's camera to access your survey.

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

Your participation is voluntary and your answers to the questions will be protected from disclosure to the full extent as required by law. If someone in your household is eligible for the Ask U.S. Panel pilot, we will provide more information about how to enroll at the end of this survey. Persons who are eligible and join the pilot panel will have the chance to receive additional incentive payments for their participation in an upcoming Ask U.S. Panel pilot survey.

RTI International, a not-for-profit research organization, is working with the U.S. Census Bureau to create the Ask U.S. Panel pilot. If you have any questions about the pilot panel, you can reach the RTI Ask U.S. Panel pilot team directly at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your cooperation.

Sincerely,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

FINAL SCREENER REMINDER LETTER

CURRENT RESIDENT

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIP]

Dear Resident of [STATE],

Recently, your household received a letter from the U.S. Census Bureau asking you to participate in a survey for the Ask U.S. Panel pilot, but we have not yet received your response. The Ask U.S. Panel pilot is a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that will be used to develop and implement future panels. Members of the pilot panel will participate in surveys led by the U.S. Census Bureau and other federal agencies focused on topics such as food and nutrition, transportation, employment, and education. Your household was randomly selected to receive this letter and represent thousands of other households.

It is very important that an adult in your household complete the screener to determine if someone is eligible to join the panel pilot. Because our sample is randomly selected, no other household can take your place. Please take 5 minutes to answer a few brief questions to find out if you or someone in your household is eligible to join the Ask U.S. Panel pilot. To complete the short survey, please visit the following link and enter the PIN provided below.

LINK: [SURVEY LINK]

PIN: [PIN]

You may also scan the QR code in the top, right corner of this letter using your phone's camera to access your survey.

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

Your participation is voluntary and your answers to the questions will be protected from disclosure to the full extent as required by law. If someone in your household is eligible for the Ask U.S. Panel pilot, we will provide more information about how to enroll at the end of this survey. Persons who are eligible and join the pilot panel will have the chance to receive additional incentive payments for their participation in an upcoming Ask U.S. Panel pilot survey.

RTI International, a not-for-profit research organization, is working with the U.S. Census Bureau to create the Ask U.S. Panel pilot. If you have any questions about the pilot panel, you can reach the RTI Ask U.S. Panel pilot team directly at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your cooperation.

Sincerely,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

[305-Control#]
OMB Number: 0607-1020
Expiration Date: 04/30/2025

Open
Here

Ask U.S. Panel



The Ask U.S. Panel pilot
c/o RTI International
5265 Capital Boulevard
Raleigh, NC 27616-2925

RETURN SERVICE REQUESTED

CURRENT RESIDENT
[ADDRESS1]
[ADDRESS2]
[CITY], [STATE] [ZIP]

Survey Reminder

[CONTROL]



Ask U.S. Panel

Dear Resident of [STATE],

Recently, your household received a letter from the U.S. Census Bureau asking you to participate in a survey for the Ask U.S. Panel pilot, but we have not yet received your response. The Ask U.S. Panel pilot is a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that will be used to develop and implement future panels.

It is very important that an adult in your household complete the short survey to determine if someone is eligible to join the panel. Because our sample is randomly selected, no other household can take your place. To complete the survey, please visit the following link and enter the provided PIN.

[SURVEY LINK]

[PIN]

You may also scan the following QR code below using your phone's camera to access your survey.

[QR CODE]

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

RTI International, a not-for-profit research organization, is working with U.S. Census Bureau to create the Ask U.S. Panel pilot. If you have any questions about the panel you can call 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your participation!

<https://askuspanel.rti.org>

Open
Here

Ask U.S. Panel | US Census Bureau
AND RESEARCH PARTNERS



The Ask U.S. Panel pilot
c/o RTI International
5265 Capital Boulevard
Raleigh, NC 27616-2925

RETURN SERVICE REQUESTED

Survey Reminder

[CONTROL]

CURRENT RESIDENT
[ADDRESS1]
[ADDRESS2]
[CITY], [STATE] [ZIP]



Ask U.S. Panel

**US Census Bureau
AND RESEARCH PARTNERS**

Dear Resident of [STATE],

Recently, your household received a letter from the U.S. Census Bureau asking you to participate in a survey for the Ask U.S. Panel pilot, but we have not yet received your response. The Ask U.S. Panel pilot is a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that will be used to develop and implement future panels.

It is very important that an adult in your household complete the short survey to determine if someone is eligible to join the panel. Because our sample is randomly selected, no other household can take your place. To complete the survey, please visit the following link and enter the provided PIN.

[SURVEY LINK]

[PIN]

You may also scan the following QR code below using your phone's camera to access your survey.

[QR CODE]

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

RTI International, a not-for-profit research organization, is working with U.S. Census Bureau to create the Ask U.S. Panel pilot. If you have any questions about the panel you can call 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your participation!

<https://askuspanel.rti.org>

BASELINE INVITATION LETTER

[FNAME] [LNAME]
[ADDRESS1]
[ADDRESS2]
[CITY], [STATE] [ZIP]

[FNAME],

We recently sent your household a letter inviting you to complete a short screener survey to determine if someone in your household was eligible to participate in the Ask U.S. Panel pilot. Someone in your household responded and provided us with information suggesting you are eligible to participate in the panel pilot.

We are inviting you to join the Ask U.S. Panel pilot, a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that may be used to develop and implement future panels. Members of the panel pilot will participate in surveys led by the U.S. Census Bureau and other federal agencies focused on topics such as food and nutrition, transportation, employment, and education.

We encourage you to enroll in the Ask U.S. Panel pilot by completing the 20-minute enrollment survey. You can access the survey by visiting the link and entering the PIN provided below.

[SURVEY LINK]

[PIN]

You may also scan the QR code in the top, right corner of this letter using your phone's camera to access your survey.

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

As a token of our appreciation for completing the survey, you will receive \$20.

Persons who join the pilot panel will also receive an additional incentive payment for participating in an upcoming Ask U.S. Panel pilot survey.

Your participation is voluntary and your answers to the questions will be protected from disclosure to the full extent required by law.

RTI International, a not-for-profit research organization, is working with U.S. Census Bureau to create the Ask U.S. Panel pilot. If you have any questions about the panel, you can reach the RTI Ask U.S. Panel pilot team directly at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your cooperation.

Sincerely,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

[306- Control Number]
OMB Number: 0607-1020
Expiration Date: 04/30/2025

BASELINE REMINDER LETTER

[FNAME] [LNAME]
[ADDRESS1]
[ADDRESS2]
[CITY], [STATE] [ZIP]

Dear [FNAME],

[IF SCREENER RESPONDENT WAS SELECTED: Recently, you completed a survey for the U.S. Census Bureau's Ask U.S. Panel pilot and were selected to participate in the panel pilot. However, we have not yet received your response to the follow-up enrollment survey that you were invited to take after you were selected.]

We encourage you to enroll in the Ask U.S. Panel pilot by completing the 20-minute enrollment survey. You can access the survey by visiting the link and entering the PIN provided below.

[SURVEY LINK]

[PIN]

You may also scan the QR code in the top, right corner of this letter using your phone's camera to access your survey.

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

As a token of our appreciation for completing the enrollment survey, you will receive \$20.

Persons who join the panel will also receive an additional incentive payment for participating in an upcoming Ask U.S. Panel pilot survey.

RTI International, a not-for-profit research organization, is working with Census to create the Ask U.S. Panel pilot. If you have any questions about the panel, you can reach the RTI Ask U.S. Panel team directly at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your cooperation.

Sincerely,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

OMB Number: 0607-1020
Expiration Date: 04/30/2025

BASELINE REMINDER EMAIL

SUBJECT LINE: Reminder: You are invited to join the Census Ask U.S. Panel pilot!

Dear [FNAME],

[IF SCREENER RESPONDENT WAS SELECTED: Recently, you completed a survey for the U.S. Census Bureau's Ask U.S. Panel pilot and were selected to participate in the panel pilot. However, we have not yet received your response to the follow-up enrollment survey that you were invited to take after you were selected.]

[IF SELECTED AND ANOTHER HH MEMBER COMPLETED SCREENER: We recently sent you a letter inviting you to join the Ask U.S. Panel pilot. The Ask U.S. Panel pilot is a large, national survey panel that will collect public opinion on a variety of topics and test procedures that will be used to develop and implement future panels. We determined you were eligible after someone in your household provided us with information suggesting you are eligible to participate.]

We encourage you to enroll in the Ask U.S. Panel pilot by completing the 20-minute enrollment survey. You can access the survey by visiting the link and entering the PIN provided below.

[SURVEY LINK]

[PIN]

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

As a token of our appreciation for completing the enrollment survey, you will receive \$20.

Persons who join the panel will also receive an additional incentive payment for participating in an upcoming Ask U.S. Panel pilot survey.

RTI International, a not-for-profit research organization, is working with Census to create the Ask U.S. Panel pilot. If you have any questions about the panel, you can reach the RTI Ask U.S. Panel team directly at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your cooperation.

Sincerely,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

OMB Number: 0607-1020
Expiration Date: 04/30/2025

CATCHALL BASELINE REMINDER

SUBJECT LINE: Reminder: Last chance to join the Census Ask U.S. Panel pilot!

Dear [FNAME],

[IF SCREENER RESPONDENT WAS SELECTED: Recently, you completed a survey for the U.S. Census Bureau's Ask U.S. Panel pilot and were selected to participate in the panel pilot. However, we have not yet received your response to the follow-up enrollment survey and the survey is closing soon.]

[IF SELECTED AND ANOTHER HH MEMBER COMPLETED SCREENER: We recently sent you a letter inviting you to join the Ask U.S. Panel pilot by completing the enrolment survey but have not yet received your response and the survey is closing soon. We determined you were eligible after someone in your household provided us with information suggesting you are eligible to participate.]

Your participation in the Ask U.S. Panel pilot is very important. We encourage you to complete the 20-minute enrollment survey, but you need to act now as time is running out. **We understand your time is valuable, so we have increased the incentive for completing the survey to \$25.**

You can access the survey by visiting the link provided below.

[UNIQUE SURVEY LINK]

Alternatively, you may complete the survey over the phone by calling 1-866-558-0774.

Persons who join the panel will also receive an additional incentive payment for participating in an upcoming Ask U.S. Panel pilot survey.

RTI International, a not-for-profit research organization, is working with Census to create the Ask U.S. Panel pilot. If you have any questions about the panel, you can reach the RTI Ask U.S. Panel team directly at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your cooperation.

Sincerely,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

OMB Number: 0607-1020
Expiration Date: 04/30/2025

CATCHALL BASELINE REMINDER LETTER

[FNAME] [LNAME]
[ADDRESS1]
[ADDRESS2]
[CITY], [STATE] [ZIP]

Dear [FNAME],

[IF SCREENER RESPONDENT WAS SELECTED: Recently, you completed a survey for the U.S. Census Bureau's Ask U.S. Panel pilot and were selected to participate in the panel pilot. However, we have not yet received your response to the follow-up enrollment survey and the survey is closing soon.]

[IF SELECTED AND ANOTHER HH MEMBER COMPLETED SCREENER: We recently sent you a letter inviting you to join the Ask U.S. Panel pilot by completing the enrolment survey but have not yet received your response and the survey is closing soon. We determined you were eligible after someone in your household provided us with information suggesting you are eligible to participate.]

Your participation in the Ask U.S. Panel pilot is very important. We encourage you to complete the 20-minute enrollment survey, but you need to act now as time is running out. **We understand your time is valuable, so we have increased the incentive for completing the survey to \$25.**

[SURVEY LINK]

[PIN]

You may also scan the QR code in the top, right corner of this letter using your phone's camera to access your survey.

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OMB Number: 0607-1020
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What is the Ask U.S. Panel pilot?

The Ask U.S. Panel pilot is a large nationally representative survey pilot panel led by the U.S. Census Bureau. The purpose of the pilot panel is to collect public opinion on a variety of topics and gather information that can be used to improve and inform future surveys. The pilot will also test feasibility and procedures that may be used to develop and implement future panels. The pilot panel will consist of individuals and households living across the U.S. that have agreed to be contacted and invited to participate in surveys led by the U.S. Census Bureau and other federal agencies.

For additional information, contact the RTI Ask U.S. Panel pilot team at:



1-866-558-0774

Hours (EST)

Mon-Thu: 9:00 am-12:00 am

Fri: 9:00 am-11:00 pm

Sat: 10:00 am-9:00 pm

Sun: 1:30 pm-11:00 pm



askuspanel@rti.org



Ask U.S. Panel



How was I selected for the Ask U.S. Panel pilot?

Your address is one of more than 5,000 addresses across the U.S. that was randomly selected to participate. In order for the Ask U.S. Panel pilot to be successful, it is important to have participants that represent the nation as a whole. Your household was contacted to see if someone who lives there may be eligible to participate in the Ask U.S. Panel pilot.

You can also learn more about the Ask U.S. Panel pilot by visiting <https://askuspanel.rti.org>



Ask U.S. Panel

United States[®]
Census
Bureau

RTI
INTERNATIONAL

Why should my household participate?

Participation in the Ask U.S. Panel pilot is voluntary. There are no penalties for refusing to answer any questions. However, your cooperation is important because it will ensure our survey results represent an accurate picture of the entire country. Your answers not only represent your household, but also hundreds of other similar households. The information you provide will help the U.S. Census Bureau and other participating federal agencies better understand public opinion on a variety of different topics and will inform and improve how data are collected in the future. You may choose not to take part in the Ask U.S. Panel pilot, but because our sample is randomly selected, no other household or person can take your place. By taking part in the Ask U.S. Panel pilot, you will represent the views and opinions of many other individuals like yourself.

What does participation in Ask U.S. Panel pilot involve?

If someone in your household is selected, then we will invite them to join the Ask U.S. Panel pilot. Pilot panel members will first complete a brief survey to confirm their eligibility, followed by an enrollment survey to join the panel. Once members are enrolled in the pilot panel, they will be invited to complete an additional 15-minute survey later in 2022. Surveys will be about a variety of topics, such as food and nutrition, transportation, employment, and education. Panelists will be asked to be a part of the pilot panel for up to 1 year, though participation in individual surveys is voluntary.

Do I receive anything for participating?



Yes. As a token of appreciation, panel members will receive \$20 for completing their initial enrollment survey, and an additional \$10 for completing a 15-minute survey later in 2022.

How will you protect my privacy?



The U.S. Census Bureau, partnering federal statistical agencies, and RTI are committed to assuring your privacy. All your information will be kept private. All survey responses will be combined with the answers of many others and reported in a summary form. Our interest is only in the combination of all responses and not anyone's individual answers. Your name and any other identifying information will never be associated with the answers you provide on surveys – this information is only collected for contact purposes so that we may send you invitations to future surveys. Your privacy is protected to the full extent required by law.

Who is sponsoring the Ask U.S. Panel pilot?

The U.S. Census Bureau is the primary sponsor of the Ask U.S. Panel pilot. Other federal agencies will also contribute funding and sponsor surveys conducted for the Ask U.S. Panel pilot.

Who is RTI International?

The U.S. Census Bureau has partnered with RTI International (RTI), a not-for-profit research organization based in North Carolina, to establish and manage the Ask U.S. Panel pilot. RTI conducts research both in the United States and abroad under agreements with federal, state, and local governments; public service agencies; universities and foundations; and commercial clients. You can learn more about RTI by visiting www.rti.org.

How do I know if the Ask U.S. Panel pilot is legitimate?

You may contact the RTI International Ask U.S. Panel pilot Data Collection Task Leader, Dustin Williams, at askuspanel@rti.org or the U.S. Census Bureau at ADRM.pra@census.gov to confirm the legitimacy of the Ask U.S. Panel pilot.

You may also find out more information regarding U.S. Census Bureau survey programs at <https://www.census.gov/programs-surveys/surveyhelp/faqs.html>.

The study has also been approved by the U.S. Office of Management and Budget (OMB). The valid OMB control number for this information collection is 0607-1020. The expiration date is 04/30/2025.

OMB Number: 0607-1020
Expiration Date: 04/30/2025

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Hours (EST)

Mon-Thu: 9:00 am-12:00 am

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askuspanel@rti.org



Ask U.S. Panel

**US Census Bureau
AND RESEARCH PARTNERS**

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Your address is one of more than 5,000 addresses across the U.S. that was randomly selected to participate. In order for the Ask U.S. Panel pilot to be successful, it is important to have participants that represent the nation as a whole. Your household was contacted to see if someone who lives there may be eligible to participate in the Ask U.S. Panel pilot.

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Ask U.S. Panel

**US Census Bureau
AND RESEARCH PARTNERS**

**United States[®]
Census
Bureau**

**RTI
INTERNATIONAL**



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You may also find out more information regarding U.S. Census Bureau survey programs at <https://www.census.gov/programs-surveys/surveyhelp/faqs.html>.

The study has also been approved by the U.S. Office of Management and Budget (OMB). The valid OMB control number for this information collection is 0607-1020. The expiration date is 04/30/2025.

OMB Number: 0607-1020
Expiration Date: 04/30/2025

Appendix B: Topical Recruitment Materials

TOPICAL SURVEY EMAIL INVITATION

[PROGRAMMER NOTES: SEND TO PANEL MEMBERS AT 350-1001.]

TO: <<EMAIL>>

SUBJECT LINE: Ask U.S. Panel Pilot Survey Available!

BODY:

Dear [FNAME],

Thank you for your continued participation in the U.S. Census Bureau's Ask U.S. Panel pilot. A survey is now available for you to complete. You can access the survey by visiting the link below. Please complete the survey within the next two weeks.

[UNIQUE SURVEY LINK]

As a token of our appreciation, you will receive \$10 for completing the survey.

If you have any questions, please contact us at 1-(866)-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or askuspanel@rti.org.

Thank you,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

OMB Number: 0607-1020
Expiration Date: 04/30/2025

TOPICAL SURVEY REMINDER EMAIL 1

Reminder 1 - [PROGRAMMER NOTES: SEND TO ALL CASES AT 350-1052.]

TO: <<EMAIL>>

SUBJECT: Reminder: Please complete your Ask U.S. Panel pilot Survey!

BODY:

Dear [FNAME],

This is a friendly reminder that an Ask U.S. Panel pilot survey is still available for you to complete. Please complete the survey within the next two weeks. You can access the survey by visiting the link below.

[UNIQUE SURVEY LINK]

As a token of our appreciation, you will receive \$10 for completing the survey.

Thank you for your continued participation in the U.S. Census Bureau's Ask U.S. Panel pilot!

If you have any questions, please contact us at 1-(866)-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or askuspanel@rti.org.

Thank you,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

OMB Number: 0607-1020
Expiration Date: 04/30/2025

TOPICAL SURVEY REMINDER EMAIL 2

Reminder 2 - [SEND TO NON-RESPONDER PANEL MEMBERS DURING WEEK 4 OF TOPICAL SURVEY FIELDING – FINAL REMINDER.]

TO:<<EMAIL>>

SUBJECT LINE: Final Reminder: Ask U.S. Panel pilot Survey closing soon! Don't miss your opportunity to participate!

BODY:

Dear [FNAME],

You have a survey available that is closing soon! Please complete the survey within the next two weeks. You can access the survey by visiting the link below.

[UNIQUE SURVEY LINK]

As a token of our appreciation, you will receive \$10 for completing the survey.

Thank you for your continued participation in the U.S. Census Bureau's Ask U.S. Panel pilot!

If you have any questions, please contact us at 1-(866)-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or askuspanel@rti.org.

Thank you,



Emilia Peytcheva, Ph.D.
Principal Investigator
RTI International

OMB Number: 0607-1020
Expiration Date: 04/30/2025

TOPICAL SURVEY – TEXT INVITATION AND REMINDER

Invitation

This message is from the Ask U.S. Panel pilot. A new survey is available at [UNIQUE LINK]. The final date to complete the survey is [DATE]. Questions? Call 1-866-558-0774 or email askuspanel@rti.org.

Reminder

This message is from the Ask U.S. Panel pilot. This is a friendly reminder that a survey is still available for you to complete at [UNIQUE LINK]. The final date to complete the survey is [DATE]. Questions? Call 1-866-558-0774 or email askuspanel@rti.org.

Open
Here

Ask U.S. Panel | US Census Bureau
AND RESEARCH PARTNERS



The Ask U.S. Panel pilot
c/o RTI International
5265 Capital Boulevard
Raleigh, NC 27616-2925

RETURN SERVICE REQUESTED

Survey Reminder

[CONTROL]

CURRENT RESIDENT
[ADDRESS1]
[ADDRESS2]
[CITY], [STATE] [ZIP]



Ask U.S. Panel

**US Census Bureau
AND RESEARCH PARTNERS**

Dear [FIRSTNAME],

This is a friendly reminder that an Ask U.S. Panel pilot survey is still available for you to complete. You can access the survey by visiting the link below and entering the PIN provided. Please complete the survey within the next two weeks. If you have already completed the enrollment survey, please accept our sincere thanks.

[SURVEY LINK]

[PIN]

You may also scan the following QR code below using your phone's camera to access your survey.

[QR CODE]

Thank you for your continued participation in the U.S. Census Bureau's Ask U.S. Panel pilot!

RTI International, a not-for-profit research organization, is working with Census to create the Ask U.S. Panel pilot. If you have any questions about the panel pilot you can call 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or via email at askuspanel@rti.org.

Thank you for your participation!

<https://askuspanel.rti.org>

Appendix C: Questionnaires

HOUSEHOLD SCREENER QUESTIONNAIRE

MODE = WEB, PHONE (inbound only), or IN-PERSON (nonresponse follow-up in pilot only)

LANGUAGE = ENGLISH, SPANISH

PROGRAMMER NOTE: Recruitment materials will provide link + passcode and QR code that diverts to either English or Spanish page with a toggle to switch to the other. Phone or in-person interviewer will choose language.

DEFINE QUEX_LANG = questionnaire language with SP = Spanish or EN = English

Defined per language-specific page chosen via link or by interviewer.

Reclassify QUEX_LANG = EN to QUEX_LANG = SP if interview switched but not otherwise.

[END SCREENER] Do not allow WEB participants back into the roster.

PROGRAMMER NOTE: All questions are classified optional unless otherwise specified as “required”.

For PHONE and IN-PERSON, include volunteered “DK” and “RF” response options on all questions.

PROGRAMMER NOTE: For any questions that ask for any of the following and the respondent enters an invalid response, display the following error message:

Email: “Please enter a valid email address.”

Phone number: “Please enter a valid phone number, including the area code.”

Zip code: “Please enter a valid 5-digit zip code”

STUDY INTRO [IF WEB] Introductory screen in either ENGLISH or SPANISH depending on QUEX_LANG.

You have been invited to join the Ask U.S. Panel pilot, a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that may be used to develop and implement future panels. Members of the Ask U.S. Panel will participate in surveys led by the U.S. Census Bureau and other federal agencies focused on producing statistics on topics such as food and nutrition, transportation, employment, and education. You should have received a letter explaining the study.

The pilot is being developed under a cooperative agreement awarded by the

Census Bureau pursuant to the Consolidated Appropriations Act of 2021, Public Law 116-260, Section 110. Data collection from the Panel for Census Bureau sponsored surveys is authorized by 13 U.S.C §§ 8(b), 131, 141, 161, 181, 182, and 193; 49 U.S.C. § 329; the Education Sciences Reform Act of 2002, 20 U.S.C. § 9543; Section 1110(a) of the Social Security Act as amended, 42 U.S.C. 1310(a); 7 U.S.C. § 3318; 7 U.S.C. 2204(a); Section 306 of the Public Health Service Act, 42 U.S.C. 242k; and 10 U.S.C. § 1782.

This 5-minute survey will determine if you or someone in your household is eligible for the Ask U.S. Panel pilot. Click 'Next' when you are ready to begin.

[IF PHONE] Telephone interviewer (TI) chooses LANGUAGE.

You have been invited to join the Ask U.S. Panel pilot, a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that will be used to develop and implement future panels. Members of the Ask U.S. Panel will participate in surveys led by the U.S. Census Bureau and other statistical agencies focused on producing statistics on topics such as food and nutrition, transportation, employment, and education. You should have received a letter explaining the study.

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This 5-minute survey will determine if you or someone in your household is eligible for the Ask U.S. Panel pilot. Also, this call may be monitored or recorded for quality assurance.

[IF IN-PERSON] Field interviewer (FI) chooses LANGUAGE.

Hello, my name is [FI NAME] with RTI International. You have been invited to join the Ask U.S. Panel pilot, a large, national survey panel pilot that will collect public opinion on a variety of topics and test procedures that will be used to develop and implement future panels. Members of the Ask U.S. Panel will participate in surveys led by the U.S. Census Bureau and other statistical agencies focused on

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This 5-minute survey will determine if you or someone in your household is eligible for the Ask U.S. Panel pilot. Also, this interview may be recorded for quality assurance.

REC_CONSENT [IF IN-PERSON] Do we have your permission to record this interview?

- 1 Yes
- 2 No

R1 [IF PHONE OR IN-PERSON] First, to verify, do you receive mail at [ADDRESS FILL]?

- 1 YES
- 2 NO

R2 [IF (PHONE OR IN-PERSON) AND (R1 = NO)] May I please speak with someone at least 18 years old who receives mail at this address?

- 1 YES [GOTO *restart with introductory script*]
- 2 NO [GOTO *R2a*]
- 3 YES, but not available [GO TO *R2b*]

R2a [IF (PHONE OR IN-PERSON) AND (R2 = NO)] We need to speak to a resident of this address who is at least 18 years old. Thank you for your time.
[END SCREENER]

R2b [IF (PHONE OR IN-PERSON) AND (R2= YES, but not available)] Thank you for answering these questions. We need to speak to a resident of this address who is at least 18 years old. Please ask an adult member of your household to call 1-866-558-0774 to complete these questions.
[END SCREENER]

R3 [IF ((PHONE OR IN-PERSON) AND (R1 = YES)) OR WEB] How old are you?
_____ Years old (RANGE 1-110)

R3a [IF WEB AND R3 < 18] Please reenter your age.
_____ Years old (RANGE 1-110)

PROGRAMMER NOTE: IF R3 = (BLANK, DON'T KNOW, REFUSED), SHOW ERROR MESSAGE: This question is required to continue.

[IF WEB AND R3a < 18] Thank you for answering these questions. We are unable to complete this portion of the survey online. Please ask an adult member of your household to call 1-866-558-0774 to complete these questions or an interviewer will follow up with your household in person.
[END SCREENER]

[IF (PHONE OR IN-PERSON) AND R3a < 18] These questions must be answered by someone aged 18 or older. [GOTO R2]

R4 **REQUIRED** [IF R3 ≥ 18] Including yourself, how many adults 18 years of age or older consider [ADDRESS FILL] their primary residence? Please **don't count** anyone who lives most of their time somewhere else, even if they are currently staying here.
_____ # of adults 18 years of age or older, including yourself (RANGE 1-25)

PROGRAMMER NOTE:

IF R4 = (BLANK, DON'T KNOW, REFUSED), SHOW ERROR MESSAGE: This question is required to continue.

R5 Is [ADDRESS FILL] ...
1 Owned by you or someone else in this household?
2 Rented by you or someone else in this household?
3 Occupied without payment of rent?

PROGRAMMER NOTE:

IF R6 = BLANK, SHOW ERROR MESSAGE: This question is important for classification purposes. Please try to answer if you can.

R6 Including you and the adults regularly living with you, does anyone primarily speak a language other than [(English IF QUEX_LANG=EN) OR (Spanish IF QUEX_LANG=SP)] at home?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No] [GOTO R8]

R7 [IF R6 = 1] What are the languages?

- 1 [IF PHONE OR IN-PERSON: (SPANISH IF QUEX_LANG=EN) OR (ENGLISH IF QUEX_LANG=SP)] [IF WEB: (Spanish IF QUEX_LANG=EN) OR (English if QUEX_LANG=SP)]
- 2 [IF PHONE OR IN-PERSON: CHINESE] [IF WEB: Chinese]
- 3 [IF PHONE OR IN-PERSON: VIETNAMESE] [IF WEB: Vietnamese]
- 4 [IF PHONE OR IN-PERSON: KOREAN] [IF WEB: Korean]
- 5 [IF PHONE OR IN-PERSON: RUSSIAN] [IF WEB: Russian]
- 6 [IF PHONE OR IN-PERSON: ARABIC] [IF WEB: Arabic]
- 7 [IF PHONE OR IN-PERSON: OTHER, SPECIFY: _____] [IF WEB: Other, specify _____] [MAX 20 CHARACTERS]

-- START OF THE HOUSEHOLD ROSTER --

R8 [REQUIRED] [IF R4 > 1: Next are a few questions about the people who live here with you. Let's start with you.]

What is your first name?

_____ [MAX OF 100 CHARACTERS]

PROGRAMMER NOTE:

DEFINE RRNAMEFILL

RRNAMEFILL = R8

IF R8 = DK/REF, RRNAMEFILL = "you"

R9 [IF R6=1 AND QUEX_LANG=SP] How well do you speak English?

- 1 Very well
- 2 Well
- 3 Not well

4 Not at all

R10 [IF R4 = 2] And what is the first name of the other adult in this household? This information will only be used to contact this person if they are selected to participate.
_____ [MAX OF 100 CHARACTERS]

[IF R4 > 2 AND ROSTER LINE = 2] Now we need some general information about the other adults in this household. Let's start with the oldest and work down to the youngest, **not including yourself**.

What is the first name of the [oldest/next oldest] adult in this household? This information will only be used to contact this person if they are selected for a screening survey.

_____ [MAX OF 100 CHARACTERS]

PROGRAMMER NOTE: IF SAME NAME ENTERED PREVIOUSLY, DISPLAY HARD CHECK MESSAGE ON SCREEN: You have entered a name that has already been entered for this household. Please enter the name of a different household member. If this is a different household member with the same name, please include a middle initial for this person. We will use name and middle initial to refer to this person throughout the survey.

R10a [REQUIRED] [IF R10 = BLANK OR DK/REF] What are the initials of the [oldest/next oldest] adult in this household? This information will only be used to refer to this person throughout the survey.

IF R10a = BLANK SHOW ERROR MESSAGE: This question is required to continue.

PROGRAMMER NOTE:

DEFINE NAMEFILL

NAMEFILL = R10

IF R10 = BLANK or DK/REF, NAMEFILL = [R10a]

R11 [IF R4 > 1] How old is [NAMEFILL]?
_____ Years old (RANGE 18-110)

PROGRAMMER NOTE: REPEAT R10 and R11 [R4 – 2] times.

R12 IN THE PAST 12 MONTHS, did you or any member of this household receive benefits from the Food Stamp Program or SNAP (the Supplemental Nutrition Assistance Program)? *Do NOT include WIC, the School Lunch Program, or assistance from food banks.*

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

R13 At this house, apartment, or mobile home, do you or any member of this household have access to the Internet?

- 1 Yes, by paying a cell phone company or Internet service provider
- 2 Yes, without paying a cell phone company or Internet service provider
- 3 No access to the Internet at this house, apartment, or mobile home

PROGRAMMER NOTE:

DEFINE SELECT_1 – SELECT_[FILL ROSTER NUMBER]

SELECT_[ROSTER NUMBER] = SELECTED (1) or NOT SELECTED (0)

DEFINE NUMSELECTED

NUMSELECTED = sum(of SELECT_1 – SELECT_[FILL ROSTER NUMBER])

R14 [IF R4 = 1 and NUMSELECTED = 0] Thank you for providing your information. You were not randomly selected for additional survey questions.

[IF ON OR BEFORE MAY 4 GO TO R17a; ELSE END SCREENER]

[IF R4 = 1 and NUMSELECTED = 1] Thank you for providing your information. You are eligible to participate in the Ask U.S. Panel pilot.

[IF R4 > 1 and NUMSELECTED = 0] Thank you for providing your household information. No one in your household was selected for additional survey questions.

[IF ON OR BEFORE MAY 4 GO TO R17a; ELSE END SCREENER]

[IF R4 > 1 and NUMSELECTED = 1] Thank you for your help. The following household member is eligible to participate in the Ask U.S. Panel pilot.

RRNAMEFILL (You) OR NAMEFILL---- AGE

[IF R4 > 1 and NUMSELECTED = 2] Thank you for your help. The following household members are eligible to participate in the Ask U.S. Panel pilot:

RRNAMEFILL (You) OR NAMEFILL ---- AGE

R14b [IF SELECT_1=NOT SELECTED AND NUMSELECTED \geq 1 AND NAMEFILL_1 [R10a]"] What is [NAMEFILL_1]'s first name? We will need this information to contact them to participate in the panel.

_____ [MAX OF 100 CHARACTERS]

[IF R14b= BLANK: This question is important. This information will only be used to contact this person for future surveys. Please answer if you can.]

R14c [IF SELECT_1=SELECTED AND R8=DK/REF] What is your first name? We will need this information to contact you to participate in the panel.

_____ [MAX OF 100 CHARACTERS]

[IF R14c= BLANK: This question is important. This information will only be used to contact you for future surveys. Please answer if you can.]

R15 [IF SELECT_1 = SELECTED] What is your last name?

_____ [MAX OF 100 CHARACTERS]

[IF R15= BLANK: This question is important. This information will only be used to contact you for future surveys. Please answer if you can.]

[IF (SELECT_1 = NOT SELECTED) and (NUMSELECTED > 1)] What is [NAMEFILL_1]'s last name?

_____ [MAX OF 100 CHARACTERS]

[IF R15= BLANK: This question is important. This information will only be used to contact this person for future surveys. Please answer if you can.]

R14c [IF NUMSELECTED=2 AND NAMEFILL_2=[R10a]"] What is [NAMEFILL_2]'s first name? We will need this information to contact them to participate in the panel.

_____ [MAX OF 100 CHARACTERS]

[IF R14c= BLANK: This question is important. This information will only be used to contact this person for future surveys. Please answer if you can.]

R15b [IF R4 > 1 and NUMSELECTED = 2] What is [NAMEFILL_2]'s last name?

_____ [MAX OF 100 CHARACTERS]

[IF R15b= BLANK: This question is important. This information will only be used to contact this person for future surveys. Please answer if you can.]

R16 [IF SELECT_1 = SELECTED] Please provide your contact information. This information will be used to send updates, notifications, and survey links.

Email address [MAX OF 50 CHARACTERS]

Home phone (including area code) [10 NUMBERS]

Cell phone (including area code) [10 NUMBERS]

[IF R16 = BLANK: This question is important. This information will only be used to contact you for future surveys. Please answer if you can.]

R16a [IF (SELECT_1 = NOT SELECTED) and (NUMSELECTED > 1)] Please provide the following contact information for [NAMEFILL_1]. This information will be used to send updates, notifications, and survey links.

Email address [MAX OF 50 CHARACTERS]

Home phone (including area code) [10 NUMBERS]

Cell phone (including area code) [10 NUMBERS]

[IF R16a BLANK: This question is important. This information will only be used to contact this person for future surveys. Please answer if you can.]

R16b [IF (SELECT_1 = NOT SELECTED AND NUMSELECTED = 2) OR (SELECT_1=SELECTED AND NUMSELECTED=2)] Please provide the following contact information for [NAMEFILL_2]. This information will be used to send updates, notifications, and survey links.

Email address [MAX OF 50 CHARACTERS]

Home phone (including area code) [10 NUMBERS]

Cell phone (including area code) [10 NUMBERS]

[IF R16b = BLANK: This question is important. This information will only be used to contact this person for future surveys. Please answer if you can.]

PROGRAMMER NOTE:

DEFINE EMAILFILL

EMAILFILL = R16_EMAIL

R17 [IF SELECT_1 = SELECTED] Thank you for answering our questions. To complete your enrollment in the panel pilot, we need to collect some additional information. These questions will take approximately 20 minutes of your time to answer. If you complete the enrollment survey you will receive an additional \$20 as a token of our appreciation.

If you choose to join the panel pilot, you will also have the chance to receive an additional payment for participating in a future panel survey.

[IF SELECT_1 = SELECTED] Would you like to begin your enrollment survey now?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes] [BEGIN BASELINE]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

R17a [IF (SELECT_1=SELECTED AND R17=NO) | (SELECT_1=NOT SELECTED) and PHONE or WEB AND ON OR BEFORE MAY 4) OR IN-PERSON: You will receive \$5 for having completed this survey today. [IF PHONE OR WEB: Would you prefer to receive this payment in the form of cash, a physical gift card, an electronic gift card, or mailed check?]

- 1 [IF PHONE OR IN-PERSON: CASH] [IF WEB: Cash]
- 2 [IF PHONE: PHYSICAL GIFT CARD] [IF WEB: Physical gift card]
- 3 [IF PHONE: ELECTRONIC GIFT CARD] [IF WEB: Electronic gift card]
- 4 [IF PHONE: MAILED CHECK] [IF WEB: Mailed check]

[IF R17a = BLANK: This question is important. Please answer if you can.]

R17b [IF PHONE OR WEB AND R17a = 1 | 2 | 4] The address we have on file is [ADDRESSFILL]. Is this the address you would like us to mail your [IF PHONE OR WEB and R17a = 1: cash OR IF R17a=2: gift card OR IF R17a = 4: check]?

- 1 [IF PHONE: YES] [IF WEB: Yes]
- 2 [IF PHONE: NO] [IF WEB: No]

[IF R17b_1 = BLANK: This question is important. This information will only be used to send your payment. Please answer if you can.]

R17c [IF R17b=2] Please provide the mailing address to which we should send your payment.

ADDRESS: _____ [MAX 50 CHARACTERS]
CITY: _____ [MAX 30 CHARACTERS]
STATE: _____ [MAX 30 CHARACTERS]
ZIP CODE: _____ [MAX 5 DIGITS]

[IF R17c = BLANK: This question is important. This information will only be used to send your payment. Please answer if you can.]

R17c_1 [IF R17a=1|2|4 AND SELECT_1 = NOT SELECTED] What is your last name?

_____ [MAX OF 100 CHARACTERS]

[IF R17c_1 = BLANK: This question is important. This information will only be used to send your payment. Please answer if you can.]

R17d [IF R17a=3 AND NOT MISSING EMAILFILL] The email we have on file is [EMAILFILL]. Is this the email to which you would like us to send your electronic gift card?

1 [IF PHONE: YES] [IF WEB: Yes]

2 [IF PHONE: NO] [IF WEB: No]

R17e [IF R17d=2 | MISSING EMAILFILL] Please provide the email address to which we should send your electronic gift card.

_____ [MAX 50 CHARACTERS]

[IF R17e = BLANK: This question is important. This information will only be used to send your payment. Please answer if you can.]

R17f. [IF IN-PERSON AND R17a = 1] INTERVIEWER: GIVE RESPONDENT \$5 IN CASH.

This form states that you have received the money. This copy is for your records.

INTERVIEWER: DID THE RESPONDENT ACCEPT THE INCENTIVE PAYMENT?

1 YES

2 NO

R18 [IF (PHONE OR IN-PERSON) and (SELECT_1 = NOT SELECTED)] We'd like to ask [NAMEFILL_1] some additional questions to complete their enrollment in the panel. We need to collect some additional information from them. Is [NAMEFILL_1] available to speak with me now?

1 YES

2 NO

R18a [IF (PHONE OR IN-PERSON) AND *either* ((SELECT_1 = NOT SELECTED AND R18 = NO) OR (SELECT_1 = SELECTED and R17 = NO and NUMSELECTED = 2))] We'd like to ask [NAMEFILL_2] some additional questions to complete their enrollment in the panel. We need to collect some additional information from them. Is [NAMEFILL_2] available to speak with me now?

- 1 YES
- 2 NO

[IF R18 = 1 OR R18a = 1] The questions [RRNAMEFILL] just completed indicate that you are eligible to participate in the Ask U.S. Panel pilot, a large nationally representative survey panel pilot led by the U.S. Census Bureau. The purpose of the panel pilot is to track public opinion on a variety of topics. The panel consists of individuals and households living across the U.S. that have agreed to be contacted and invited to participate in surveys led by the U.S. Census Bureau and other statistical agencies.

To complete your enrollment in the panel pilot, we need to collect some information from you. These questions will take approximately 20 minutes of your time to answer. If you complete the enrollment survey you will receive \$20 as a token of our appreciation. If you choose to join the panel pilot, you will also have the chance to receive an additional payment for participating in a future panel survey.

R18b. Would you like to begin your enrollment survey now?

- 1 YES [BEGIN BASELINE]
- 2 NO

R19 [IF R17=NO] We will contact you soon to complete the enrollment survey. Thank you for your time.

R19a [IF R18=NO] We will contact [NAMEFILL_1] soon to complete the enrollment survey. Thank you for your time.

R19c [IF R17=NO AND (R18a=NO | R18b=NO)] We will contact you and [NAMEFILL_2] soon to complete the enrollment survey. Thank you for your time.

R19d [IF NUMSELECTED=2 AND SELECT_1 = NOT SELECTED AND R18=NO AND R18a=NO] We will contact [NAMEFILL_1] and [NAMEFILL_2] soon to complete the enrollment survey. Thank you for your time.

BASELINE QUESTIONNAIRE

MODE = WEB, PHONE (inbound only), or IN-PERSON (nonresponse follow-up in pilot only)

LANGUAGE = ENGLISH, SPANISH

PROGRAMMER NOTE: Selected individuals will be able to move directly from the Screener into the Baseline Questionnaire. Selected individuals who do not complete the screener will be mailed an invitation to complete the questionnaire via web link or in-bound CATI. Web link will divert to either English or Spanish page with a toggle to switch to the other. Phone or in-person interviewer will choose language.

DEFINE QUEX_LANG = questionnaire language with SP = Spanish or EN = English

Defined per language-specific page chosen via link or by interviewer.

Reclassify QUEX_LANG = EN to QUEX_LANG = SP if interview switched but not otherwise.

[END BASELINE] Do not allow WEB participants back into the baseline.

PROGRAMMER NOTE: All questions are classified optional unless otherwise specified as “required.”

For PHONE and IN-PERSON, include volunteered “DK” and “REF” response options on all questions.

PROGRAMMER NOTE: For any questions that ask for any of the following and the respondent enters an invalid response, display the following error message:

Email: “Please enter a valid email address.”

Phone number: “Please enter a valid phone number, including the area code.”

Zip code: “Please enter a valid 5-digit zip code”

CONSENT INTRO. [IF PHONE OR IN-PERSON] First, I need to provide you with some information about the Ask U.S. Pilot Panel, your rights as a respondent, and how we are going to protect your privacy. [IF PHONE: Also, this call may be monitored or recorded for quality assurance. [IF IN-PERSON: Also, this interview may be recorded for quality assurance.]

REC_CONSENT. [IF IN-PERSON] Do we have your permission to record this interview?

1 Yes

2 No

CONSENT INTRO. [IF WEB] First, we will provide you with some information about the Ask U.S. Pilot Panel, your rights as a respondent, and how we are going to protect your privacy.

CONSENT.

Description and Purpose of the Ask U.S. Panel Pilot: The Ask U.S. Panel pilot is a large nationally representative survey panel pilot led by the U.S. Census Bureau. The purpose of the Ask U.S. Panel pilot is to track public opinion on a variety of topics of interest to numerous federal agencies and their partners, and for conducting experimentation on alternative question wording and methodological approaches. A key objective of the Panel will be to produce representative and reliable statistics on a rapid turnaround suitable for use by federal agencies. The Panel will ensure availability of frequent data collection for nationally representative estimates on a variety of topics and a variety of subgroups of the population. The panel pilot also will test feasibility and procedures that may be used to develop and implement future panels. The pilot will consist of individuals and households living across the U.S. that have agreed to be contacted and invited to participate in surveys led by the U.S. Census Bureau and other federal statistical agencies.

Privacy Act Statement: The legal authority for the Ask U.S. Panel Pilot is provided under 13 U.S.C §§ 8(b), 131, 141, 161, 181, 182, and 193; 49 U.S.C. § 329; the Education Sciences Reform Act of 2002, 20 U.S.C. §9543, Section 1110(a) of the Social Security Act as amended, 42 U.S.C. 1310(a); 7 U.S.C. § 3318; 7 U.S.C. 2204(a); Section 306 of the Public Health Service Act, 42 U.S.C. 242k; and 10 U.S.C. § 1782.

The U.S. Census Bureau is conducting this survey in partnership with the Economic Research Service of the USDA, Food and Nutrition Service of the USDA, Social Security Administration, National Center for Education Statistics, National Center for Health Statistics, Department of Labor, the Department of Defense, and the Department of Transportation (partner agencies).

Personally identifiable information (PII) collected includes: Name, Address, Telephone/cell phone number, Date of Birth or age, Email address, Race or ethnicity, and Unique Identifier (Code).

Your privacy is protected by the Privacy Act of 1974 (5 U.S.C. § 552a), Disclosure and use of this information are subject to the published routine uses identified in the Privacy Act System of Records Notice COMMERCE/Census-3 Demographic Survey Collection (Census Bureau Sampling Frame); COMMERCE/Census-5 (Decennial Census Program); and COMMERCE/Census-7 Demographic Survey Collection (non-Census Bureau Sampling Frame). Partner agencies may provide PII to the Census Bureau under the Privacy Act ((5 U.S.C. § 552a(b)(4)). All PII will be secured by staff (employees and contractors) that have received training on privacy and confidentiality laws, policies, and practices. Access to the information that you provide is restricted to authorized personnel. The information will be shared only with staff, contractors, and non-Census sponsors that are authorized and have a need to know.

Furnishing this information is voluntary. Failure to do so will result in the Census Bureau's inability to create a robust probability-based nationwide survey panel.

Sponsor: The Ask U.S. Panel pilot is sponsored by the U.S. Census Bureau in partnership with partner agencies listed above. RTI International, a not-for-profit research organization, is establishing and maintaining the panel pilot under a cooperative agreement awarded by the Census Bureau pursuant to the Consolidated Appropriations Act of 2021, Public Law 116-260, Section 110. The Census Bureau will provide reports and other statistical products on the results of the panel collection to partner agencies, as authorized by 13 U.S.C. 8(b).

Procedures: This is a panel pilot that will test procedures and feasibility for future panels. Your participation in the panel pilot will last up to 1 year, during which time you will be asked to complete a 20-minute enrollment survey, followed by an additional 15-minute survey later in 2022.

Financial Considerations: Participation in the Ask U.S. Panel pilot will involve no cost to you. For completing the baseline questionnaire to enroll in the Ask U.S. Panel pilot, you will receive [IF AFTER 6/13, \$25, ELSE \$20]. Once enrolled in the panel, you will receive \$10.00 for completing an additional 15-minute panel survey later in 2022.

Voluntary Participation: Your participation in the panel pilot is completely voluntary. While your responses are very important to us, you can refuse to answer any and all questions, or choose not to participate in future surveys. You can also elect to leave the panel pilot at any time.

Possible Benefits and Risks: There are no direct benefits to you for participating in the panel pilot. The potential exists for loss of privacy, though our procedures are designed to protect and secure your personal information. Please see the Privacy section above for details on the procedures in place to protect your privacy.

Further Questions: If you have any questions about the research now or in the future, including the surveys, you can contact the Ask U.S. Panel pilot project team at askuspanel@rti.org or at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST). If you have any questions or concerns about your rights as a research subject, you may call the University of Southern Maine Office of Research Integrity and Outreach at (207) 780-4517 and/or email usmorio@maine.edu.

[IF PHONE OR IN-PERSON] Do you agree to enroll in the Ask U.S. Panel pilot and receive an invitation to a future Ask U.S. Panel pilot survey?

- 1 YES
- 2 NO [GO TO OUTRO]

[IF WEB] By clicking “Next” below, you are agreeing to enroll in the Ask U.S. Panel pilot and receive an invitation to a future Ask U.S. Panel pilot survey.

[IF MOBILE WEB] Please click “Continue” then “Next” below, if you agree to enroll in the Ask U.S. Panel pilot and receive an invitation to a future Ask U.S. Panel pilot survey.

LINK1. Thank you for agreeing to join this panel pilot. Your participation in this survey and other surveys you receive as a panel member will provide valuable information to federal statistical agencies, such as the U.S. Census Bureau, the Bureau of Labor Statistics, and the National Center for Health Statistics.

We can learn more from the information you provide in this survey if you give your permission to combine your answers with your data collected by other government agencies. Do we have your permission to combine these data?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

In the previous survey, [IF R1 FILL: “you” ELSE FILL: “someone in your household”] provided some information about [IF R1 FILL: “yourself” ELSE FILL: “you”] and those living in your household. We’d now like to ask you for a little more information about you and others living in your home”].

HH ROSTER

[IF 2 PEOPLE SELECTED FROM HOUSEHOLD, ASK HH ROSTER QUESTIONS ONLY IF THE QUESTIONS HAVE NOT ALREADY BEEN COMPLETED]

ROSTER1. Among the people living with you, how many are ages 16 to 17 years old?

_____ # of children 16 to 17 years old [RANGE: 0 – 12]

ROSTER2. Among the people living with you, how many are ages 12 to 15 years old?

_____ # of children 12 to 15 years old [RANGE: 0 – 12]

ROSTER3. Among the people living with you, how many are less than 12 years old?

_____ # of children 0 to 11 years old [RANGE: 0 – 12]

PROGRAMMER NOTE: Questions ROSTER1 – ROSTER3 required.

ROSTER4. What sex were you assigned at birth, on your original birth certificate?

- 1 Male
- 2 Female

ROSTER4a. Do you currently describe yourself as [IF MODE=WEB: male, female, or transgender]
[IF MODE=PHONE OR IN-PERSON: male, female, transgender, or some other way]?

- 1 [IF PHONE OR IN-PERSON: MALE] [IF WEB: Male]
- 2 [IF PHONE OR IN-PERSON: FEMALE] [IF WEB: Female]
- 3 [IF PHONE OR IN-PERSON: TRANSGENDER] [IF WEB: Transgender]
- 4 [IF PHONE OR IN-PERSON: OTHER (PLEASE SPECIFY: _____)] [IF WEB: Other
(please specify: _____)]

DEFINE HHNUMBER: Total number of people in household
HHNUMBER=R4 (SCREENER) + ROSTER1 + ROSTER2 + ROSTER3

DEFINE CHILDNUMBER: Total number of children in the household
CHILDNUMBER=ROSTER1 + ROSTER2 + ROSTER3

[IF HHNUMBER>1] Now we'd like to ask for some more information about the people who live here.

ROSTER5. [IF CHILDNUMBER=1]. What is the first name of the child who lives in this household?

[IF CHILDNUMBER>1 AND ROSTER LINE = 1: First, we need some information about the children in this household. Let's start with the oldest and work down to the youngest.]

What is the first name of the [oldest/next oldest] child in this household?

Name: _____

[IF SAME NAME ENTERED PREVIOUSLY, DISPLAY HARD CHECK MESSAGE ON SCREEN] You have entered a name that has already been entered for this household. Please enter the name of a different household member. If this is a different household member with the same name, please include a middle initial for this person. We will use name and middle initial to refer to this person throughout the survey.

PROGRAMMER NOTE: ADD TO NAMEFILL (DEFINED IN SCREENER) NAME(S) PROVIDED IN ROSTER5. IF ROSTER5 = BLANK or DK/REF, RRNAMEFILL = child # [FILL ROSTER NUMBER]

ROSTER6. [IF HHNUMBER >1] What is [NAMEFILL]'s month and year of birth?

____ Month [RANGE: 1-12] ____ Year [RANGE: 1911-2022]

ROSTER7. [IF HHNUMBER > 1] How is [NAMEFILL] related to you?

- 1 Opposite-sex husband/wife/spouse
- 2 Opposite-sex unmarried partner
- 3 Same-sex husband/wife/spouse
- 4 Same-sex unmarried partner
- 5 Biological son or daughter
- 6 Adopted son or daughter
- 7 Stepson or stepdaughter
- 8 Brother or sister
- 9 Father or mother
- 10 Grandchild
- 11 Parent-in-law
- 12 Son-in-law or daughter-in-law
- 13 Other relative
- 14 Roommate or housemate
- 15 Foster child
- 16 Other nonrelative

ROSTER8a. [IF HH NUMBER > 1] To the best of your knowledge, was [NAMEFILL]'s sex recorded as male or female at birth?

- 1 [IF PHONE OR IN-PERSON: MALE] [IF WEB: Male]
- 2 [IF PHONE OR IN-PERSON: FEMALE] [IF WEB: Female]

ROSTER8b. [IF HH NUMBER > 1] To the best of your knowledge, does [NAMEFILL] describes themselves as [IF MODE=WEB: male, female, or transgender] [IF MODE=PHONE OR IN-PERSON: male, female, transgender, or some other way]?

- 1 [IF PHONE OR IN-PERSON: MALE] [IF WEB: Male]
- 2 [IF PHONE OR IN-PERSON: FEMALE] [IF WEB: Female]
- 3 [IF PHONE OR IN-PERSON: TRANSGENDER] [IF WEB: Transgender]
- 4 [IF PHONE OR IN-PERSON: SOMETHING ELSE (PLEASE SPECIFY: ____)] [IF WEB: Something else (please specify: ____)]

PROGRAMMER NOTE: REPEAT ROSTER6 – ROSTER8b [HHNUMBER – 2] times.

LANGUAGE

LANG1. [IF LANGUAGE=ENGLISH] Do you speak a language other than English at home?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

LANG2. [IF LANG1=1 AND LANGUAGE=ENGLISH] What language other than English do you speak at home?

_____ [MAX 50 CHARACTERS]

LANG3. [IF (LANG1=1 AND LANGUAGE=ENGLISH) | LANGUAGE=SPANISH] How well do you speak English?

- 1 Very well
- 2 Well
- 3 Not well
- 4 Not at all

PROXY REPORTING

PROX1. [IF R4 (SCREENER)>1] For the following topics, please rate, on average, how **willing** you are to report this information for **every adult** in your household [IF PHONE OR IN-PERSON FILL: - very willing, somewhat willing, not very willing, or not at all willing.]

PROGRAMMER NOTE: ON MOBILE SEPARATE INTO INDIVIDUAL QUESTIONS AND DISPLAY ON ONE PAGE.

	Very willing	Somewhat willing	Not very willing	Not at all willing
a. Income	4○	3○	2○	1○
b. Job search activities	○	○	○	○
c. Political party affiliation	○	○	○	○
d. Dietary needs and preferences	○	○	○	○

PROX2a. [IF R4 (SCREENER)>1] [IF ROSTER LINE = 1 FILL: For the following topics, please rate, on average, how **accurately** you could report this information for **every adult** in your household] [IF PHONE OR IN-PERSON FILL: – very accurately, somewhat accurately, not very accurately, or not at all accurately]. How accurately could you report this information for [NAMEFILL]?

PROGRAMMER NOTE: ON MOBILE SEPARATE INTO INDIVIDUAL QUESTIONS AND DISPLAY ON ONE PAGE.

	Very accurately	Somewhat accurately	Not very accurately	Not at all accurately
a. Income	4 <input type="radio"/>	3 <input type="radio"/>	2 <input type="radio"/>	1 <input type="radio"/>
b. Job search activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Political party affiliation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Dietary needs and preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMER NOTE: REPEAT PROX2a R4 (SCREENER) -2 times.

TRANSIENCE

TRAN1. In the last 2 years, how many times have you moved, either temporarily or permanently? *If you moved seasonally, e.g. into a college dorm each fall, count each move separately.*

_____ number of times [RANGE: 0 – 24]

TRAN2. How long have you lived at your current address?

___ Years ___ Months [RANGE: 0 – 11]

PROGRAMMER NOTE: If Years=0 AND Months=0, display error message: “Either Years or Months must be greater than 0, they cannot both be 0.”

CONTACT

CON1a. [IF NOT MISSING EMAILFILL (SCREENER)] We usually send updates, notifications, and survey links via email. The email address we have on record for you is [EMAILFILL]. Is this the best email for us to use to reach you?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

CON1b. [IF MISSING EMAILFILL (SCREENER)] We usually send updates, notifications, and survey links via email. Do you have an email address you can use for this purpose?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

CON2. [IF CON1a=2 | CON1b=1] What is the best email address for us to reach you?

_____ [MAX OF 50 CHARACTERS]

CON2a. [IF EMAIL PROVIDED IN CON2 = EMAIL PROVIDED BY OTHER HOUSEHOLD MEMBER]

This information is important so we can contact you about the next survey in this study. Please enter your own, unique email address. If you do not have your own email address, please be sure to enter an accurate phone number in the next question.

_____ [MAX OF 50 CHARACTERS]

CON3a. [IF NOT MISSING R16_CELL PHONE (SCREENER)] We can also send updates, notifications, and survey links via text message. The cell phone number we have on record for you is [R16_CELL PHONE]. Is this the best cellphone number for us to use to reach you?

1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]

2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

CON3b. [IF MISSING R16_CELL PHONE (SCREENER)] We can also send updates, notifications, and survey links via text message. Do you have a cellphone you can use for this purpose?

1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]

2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

CON4. [IF CON3a=2 | CON3b=1] What is the best cellphone number for us to reach you?

_____ [MAX 10 NUMBERS]

CON4a. [IF PHONE NUMBER PROVIDED IN CON4 = PHONE NUMBER PROVIDED BY OTHER HOUSEHOLD MEMBER] This information is important so we can contact you about the next survey in this study. Please enter your own, unique phone number. If you do not have your own phone number, please be sure you have entered an accurate email address in the previous questions.

_____ [MAX 10 NUMBERS]

CON5. How would you prefer we contact you? *Please [IF PHONE: tell me] [IF WEB: select] all that apply.*

1 Email

2 Text message

PROGRAMMER NOTE: PROGRAM CON5 AS MULTI-SELECT.

INTERNET ACCESS

Now, we have some questions about your access to and use of the internet.

INT1: Do you use the Internet at home? This includes accessing the Internet with a cell phone, computer, tablet, or other device.

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

INT2: [IF INT1=2] What are the reasons why you do not use the Internet at home? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply*.

- 1 Don't need it or not interested
- 2 Can't afford it
- 3 Not worth the cost
- 4 Can use it elsewhere
- 5 Not available in area
- 6 No computing device, or device inadequate or broken
- 7 Online privacy or cybersecurity concerns
- 8 Personal safety concerns
- 9 Household moved or is in the process of moving
- 10 Other: _____

INT3. [IF INT1=1] How frequently do you use the Internet in your home? *This includes accessing the Internet through a cell phone, computer, or tablet.*

- 1 Daily
- 2 At least once a week
- 3 At least once a month
- 4 Less than once a month
- 5 Never

INT4 [IF INT3=1|2|3|4] Which of the following devices do you usually use to access the internet? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply*.

- 1 A computer
- 2 A tablet
- 3 Smartphone or cell phone
- 4 Other device (please specify) _____

INT5 [IF INT3=1|2|3|4] Do you have access to the Internet using a:

Please [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply.*

- 1 Cellular data plan for a smartphone or other mobile device?
- 2 Broadband (high speed) Internet service such as cable, fiber optic, or DSL service installed in this household?
- 3 Satellite Internet service installed in this household?
- 4 Dial-up Internet service installed in this household?
- 5 Some other service? (please specify _____)

INT6. Overall, would you say you can access the internet whenever you need to?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

[IF PHONE OR IN-PERSON & INT1=2 OR (INT3=4|5 AND (INT5=4|5 AND INT6=2))] Based on your responses to these questions, we would like to offer an internet-enabled tablet computer to facilitate your participation in the Ask U.S. Panel. Your participation is important, and we want to make sure you have every opportunity to join and participate in future web surveys. If you accept this offer, we will provide you a tablet at no cost to you. The tablet will be equipped with an unlimited data plan that will be managed and paid for by RTI. The tablet will also come with simple instructions to help get you started, and helpdesk support in the event you have any difficulties using the tablet.

INT7. Would you like to receive a tablet to use to complete Ask U.S. Panel surveys?

- 1 [IF PHONE OR IN-PERSON: YES]
- 2 [IF PHONE OR IN-PERSON: NO]

PROGRAMMER NOTE: IF INT7 = 1 AND PHONE DISPLAY: Your tablet will be mailed to [FILL ADDRESS FROM SAMPLE]. You should receive it within 1 week.]

DIGITAL AFFINITY

DIG1. [IF INT3=4|5] Do you regularly access the internet outside of your home?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

DIG2a. For which of the following communication purposes have you used the internet in the past 6 months? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply*.

- 1 E-mail
- 2 Texting or instant messaging
- 3 Social media (e.g., Facebook, Twitter, Instagram, TikTok)
- 4 Video or voice calls or conferencing
- 5 None of the above [EXCLUSIVE]

DIG2b. For which of the following entertainment purposes have you used the internet in the past 6 months? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply*.

- 1 Streaming or watching videos
- 2 Streaming or downloading music, radio programs, or podcasts
- 3 Posting or uploading blog posts, videos, or other content you created
- 4 None of the above [EXCLUSIVE]

DIG2c. For which of the following work purposes have you used the internet in the past 6 months? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply*.

- 1 Telecommute or working from home
- 2 Search or apply for a job
- 3 Online classes or job training
- 4 None of the above [EXCLUSIVE]

DIG2d. For which of the following retail or service purposes have you used the internet in the past 6 months? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply*.

- 1 Request services provided by other people (e.g., Lyft, Uber, Airbnb, Angie's List)
- 2 Advertise products or services
- 3 Online shopping, travel reservation, or other consumer services
- 4 Sell goods (e.g., Etsy, or eBay)
- 5 Banking, investing, or paying bills online
- 6 None of the above [EXCLUSIVE]

DIG2e. For which of the following other purposes have you used the internet in the past 6 months? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply*.

- 1 Interact with appliances connected to the Internet, such as a thermostat, light bulb, or security system
- 2 Communicate with a doctor or other health professional
- 3 Accessing health records or health insurance records online
- 4 Accessing news or information
- 5 None of the above [EXCLUSIVE]

PROGRAMMER NOTE: Cannot select “None of the above” in combination with other response options for DIG2a-DIG2e.

NEWS SOURCES

The next several questions will ask about your use of various media outlets, your participation in your community, and your opinion of government institutions.

NEWS1. [IF WEB: How often do you get news from...] [IF PHONE OR IN-PERSON: How often do you news from the following sources - Never, rarely, sometimes, or often?]

PROGRAMMER NOTE: ON MOBILE SEPARATE INTO INDIVIDUAL QUESTIONS AND DISPLAY ON ONE PAGE.

	Never	Rarely	Sometimes	Often
a. Television	4○	3○	2○	1○
b. Radio	○	○	○	○
c. Print publications	○	○	○	○
d. A smartphone, computer, or tablet	○	○	○	○

VOTING

VOTE1 In any election, some people are not able to vote because they are sick or busy or have some other reason, and others do not want to vote. Did you vote in the most recent presidential election held on November 3, 2020?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

VOTE2 [IF VOTE1=2] Were you registered to vote in the November 3, 2020 election?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

VOLUNTEERING

The next questions will ask about volunteer activities you have participated in during the past year. For these questions, please include **any** volunteering you have done for an organization as well as any informal donations of time to help with an event or project.

VOL1 Since [CURRENT MONTH] 1st of last year, have you done any volunteer activities through or for an organization?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

VOL2 [IF VOL1=2] Sometimes people don't think of activities they do infrequently or activities they do for children's schools or youth organizations as volunteer activities. Since [CURRENT MONTH] 1st of last year, have you done any of these types of volunteer activities?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

TRUST IN GOVERNMENT

TRUST1a. These next questions are about institutions in American society. Please indicate how much confidence you, yourself, have in each one – a great deal, quite a lot, some or very little.

PROGRAMMER NOTE: ON MOBILE SEPARATE INTO INDIVIDUAL QUESTIONS AND REPEAT Q STEM ON EACH PAGE "Please indicate how much confidence you, yourself, have in this institution – a great deal, quite a lot, some or very little?" ON EACH PAGE

	A great deal	Quite a lot	Some	Very little
a. The military	4○	3○	2○	1○
b. The police	○	○	○	○
c. The U.S. Supreme Court	○	○	○	○
d. The presidency	○	○	○	○
e. Public schools	○	○	○	○
f. The criminal justice system	○	○	○	○
g. Congress	○	○	○	○
h. U.S. Census Bureau	○	○	○	○
i. U.S. statistical agencies	○	○	○	○

TRUST1b. These next questions are about institutions in American society. Please indicate how much confidence you, yourself, have in each one – a great deal, quite a lot, some or very little.

PROGRAMMER NOTE: ON MOBILE SEPARATE INTO INDIVIDUAL QUESTIONS AND REPEAT QUESTION ON EACH PAGE “Please indicate how much confidence you, yourself, have in this institution – a great deal, quite a lot, some or very little?” ON EACH PAGE

	A great deal	Quite a lot	Some	Very little
a. Small business	4○	3○	2○	1○
b. The church or organized religion	○	○	○	○
c. The medical system	○	○	○	○
d. Banks	○	○	○	○
e. Newspapers	○	○	○	○
f. Organized labor	○	○	○	○
g. Big business	○	○	○	○
h. News on the internet	○	○	○	○
i. News on social media	○	○	○	○
j. Television news				

TRUST2. The census, the number of deaths in the U.S. by different diseases, the crime rate, and unemployment rate are examples of federal statistics produced by federal statistical agencies (like the Census Bureau and the Bureau of Labor Statistics) that are part of the federal government. Have you ever used federal statistics for study or work?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

TRUST3. Personally, how much trust do you have in the federal statistics in the United States? Would you say that you tend to trust federal statistics or tend not to trust them?

- 1 [IF PHONE OR IN-PERSON: TEND TO TRUST] [IF WEB: Tend to trust]
- 2 [IF PHONE OR IN-PERSON: TEND NOT TO TRUST] [IF WEB: Tend not to trust]

DEMOGRAPHICS

Now, we have some more questions about you and your background.

DEM1. [REQUIRED] What is your date of birth?

_____ (MM/DD/YYYY) [RANGE: 01/01/1921 – [CURRENT DATE – 18 YEARS]]

PROGRAMMER NOTE: Define AGE:

AGE = CURRENT DATE – DEM1

DEM1a. [REQUIRED] [IF AGE <18] You entered [AGE] as your age. Is this correct?

- 1 YES
- 2 NO

[IF WEB AND DEM1a = YES] Thank you for answering these questions. We are unable to complete this portion of the survey online. Please ask an adult member of your household to call 1-866-558-0774 to complete these questions.

[IF (PHONE OR IN-PERSON) AND (DEM1a = YES)] We need to speak to a resident of this address who is at least 18 years old. Thank you for your time.

IF DEM1a = Yes SET OUTCOME CODES AS “R INELIGIBLE (UNDER 18”) and exit the interview.

DEM2. Which of the following best represents how you think of yourself?

- 1 Gay or lesbian
- 2 Straight, that is not gay or lesbian
- 3 Bisexual
- 4 Something else
- 5 I don't know

PROGRAMMER NOTE: On DEM2:

For PHONE and IN-PERSON, include only volunteered REF response option (not DK and REF).

For WEB, display only REF option (not DK and REF) if respondent advances without answering question.

DEM3. Are you of Hispanic, Latino, or Spanish origin?

- 1 No, not of Hispanic, Latino, or Spanish origin
- 2 Yes, Mexican, Mexican Am., Chicano
- 3 Yes, Puerto Rican
- 4 Yes, Cuban
- 5 Yes, another Hispanic, Latino, or Spanish origin – *for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. (please specify)*

DEM4. What is your race? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply.*

- 1 White
- 2 Black or African American
- 3 American Indian or Alaska Native
- 4 Native Hawaiian or Other Pacific Islander
- 5 Asian

DEM5. What is the highest degree or level of school you have completed? [IF PHONE OR IN-PERSON: *Tell me*] [] *ONE response. If currently enrolled, [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *mark*] the previous grade or highest degree received.*

- 1 No schooling completed
- 2 Nursery school
- 3 Kindergarten
- 4 Grade 1 through 11 (please specify highest grade completed)
- 5 12th grade – **NO DIPLOMA**
- 6 Regular high school diploma
- 7 GED or alternative credential
- 8 Some college credit, but less than 1 year of college credit
- 9 1 or more years of college credit, no degree
- 10 Associate's degree (*for example: AA, AS*)
- 11 Bachelor's degree (*for example: BA, BS*)
- 12 Master's degree (*for example: MA, MS, MEng, MEd, MSW, MBA*)
- 13 Professional degree beyond a bachelor's degree (*for example: MD, DDS, DVM, LLB, JD*)
- 14 Doctorate degree (*for example: PhD, EdD*)

DEM6. [IF DEM5=6|7|10|11|12|13|14] In what month and year was this degree awarded?
____ Month [RANGE: 1 – 12] ____ Year [RANGE: 1922 – 2022]

DEM7. [IF DEM5>9] What was the major field of study for your highest degree?

PROGRAMMER NOTE: Program DEM7 as drop-down list with filtered search. Program list of options from National Center for Educational Statistics (top level list found here: <https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>).

DEM8. Last week, did you do **any** work for pay? By last week, we mean the week beginning on Sunday, [STARTDATE] and ending on Saturday, [ENDDATE].

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

DEM9 [IF DEM8=2] What was your main reason for not working **last week**?

- 1 Retired
- 2 On layoff from a job
- 3 Student
- 4 Chronic illness or permanent disability
- 5 Did not need or want to work
- 6 Other

DEM10. [IF DEM8=1 & MODE=WEB | IN-PERSON] Please review [IF MODE=WEB: the list below] [IF MODE=IN-PERSON: this list] and [IF MODE=WEB: select] [IF MODE=IN-PERSON: tell me] the broad job category that best describes the kind of work you are doing at your current job.

[IF DEM8=1 & MODE=PHONE] I am now going to read a list of job categories. Please listen to the list and stop me when I read the broad job category that best describes the kind of work you are doing at your current job.

- 1 Business, Financial Operations
- 2 Clerical or Administrative Support
- 3 Computers, Mathematics
- 4 Construction, Installation, Repair
- 5 Counselor, Social Worker, Community Service
- 6 Domestic Help
- 7 Educator, Professor
- 8 Engineer, Architect, Surveyor
- 9 Farmer, Forester, Fisherman
- 10 Food Service

- 11 Health
- 12 Homemaker
- 13 Lawyer, Judge, Other Legal Occupation
- 14 Management
- 15 Sales, Marketing, Customer Service
- 16 Scientist (Life, Physical, Social)
- 17 Security, Military
- 18 Other Occupation (please specify)
- 19 Unemployed or Not Working

DEM11. Are you currently enrolled in school either full-time or part-time? If you are on a holiday break from school, but plan to return when the break is over, please answer yes.

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

DEM12. Which category represents the total combined income of all members of your FAMILY during the past 12 months? Include as family any related individuals who currently live in the same household as you.

This includes money from jobs, net income from business, farm or rent, pensions, dividends, interest, social security payments and any other money income received by members of your FAMILY who are 15 years of age or older.

- 1 Less than \$10,000
- 2 \$10,000 to \$14,999
- 3 \$15,000 to \$24,999
- 4 \$25,000 to \$34,999
- 5 \$35,000 to \$49,999
- 6 \$50,000 to \$74,999
- 7 \$75,000 to \$99,999
- 8 \$100,000 to \$149,999
- 9 \$150,000 to \$199,999
- 10 \$200,000 or more

DEM13. [IF ROSTER7>4] What is your marital status?

- 1 Now married
- 2 Not married but in a domestic partnership
- 3 Widowed
- 4 Divorced
- 5 Separated
- 6 Never married

DEM14. Are you [IF DEM13 = 1 | ROSTER7 ≤ 4 FILL: “or your spouse”] currently serving in the U.S. Armed Forces (Active Duty, Reserve, or National Guard)? Reserve and Guard members or spouses who are full-time active duty (AGR/FTS/AR) or currently “activated” should select the “Reserve or National Guard” response(s). *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply.*

- 1 No
- 2 Yes, I’m serving on active duty
- 3 Yes, I'm serving in the Reserve or National Guard
- 4 Yes, my spouse is serving on active duty [IF DEM13 = 1 | ROSTER7 ≤ 4]
- 5 Yes, my spouse is serving in the Reserve or National Guard [IF DEM13 = 1 | ROSTER7 ≤ 4]

PROGRAMMER NOTE: If “No” is selected with any other option, display error message: “You cannot select “No” with any other option. Please check and correct your answer.”

DEM15. How many automobiles, vans, and trucks of one-ton capacity or less are kept at home for use by members of this household?

- 1 [IF PHONE OR IN-PERSON: NONE] [IF WEB: None]
- 2 1
- 3 2
- 4 3
- 5 4
- 6 5
- 7 [IF PHONE OR IN-PERSON: 6 OR MORE] [IF WEB: 6 or more]

DEM16. [IF DEM8=1] How did you usually get to work LAST WEEK? [IF PHONE OR IN-PERSON: *Tell me*] [IF WEB: *Select*] *the method of transportation used for most of the distance.*

- 1 Car, truck, or van
- 2 Bus
- 3 Subway or elevated rail
- 4 Long-distance train or commuter rail

- 5 Light rail, streetcar, or trolley
- 6 Ferryboat
- 7 Taxicab
- 8 Motorcycle
- 9 Bicycle
- 10 Walked
- 11 Worked from home
- 12 Other method

HEALTH

Next, we have some questions about your health.

HEALTH1. In general, would you say your health is...

- 1 Excellent
- 2 Very good
- 3 Good
- 4 Fair
- 5 Poor

HEALTH INSURANCE

INS1. The next questions are about health insurance. Include health insurance obtained through employment or purchased directly as well as government programs like Medicare, and Medicaid that provide medical care or help pay medical bills. Are you **currently** covered by any kind of health insurance or some other kind of health care plan?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

INS2. [IF INS1 =1] Are you **currently** covered by any of the following types of health insurance or health coverage plans? [IF PHONE OR IN-PERSON: *Tell me*] [IF WEB: *Select*] “Yes” or “No” for EACH type of coverage.

- 1 Insurance through a current or former employer or union (of yours or another family member)
- 2 Insurance purchased directly from an insurance company (by you or another family member)
- 3 Medicare, for people 65 and older, or people with certain disabilities
- 4 Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability
- 5 Tricare or other military health care

- 6 VA (enrolled for VA health care)
- 7 Indian Health Service
- 8 Any other type of health insurance or health coverage (Specify: _____)

FOOD INSECURITY

FOOD1. Are you the person who does most of the shopping for food in your household? *If shopping for food is split evenly between you and other household members, [IF PHONE OR IN-PERSON: answer] [IF WEB: select] "Yes."*

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

FOOD2. In the **last 7 days**, which of these statements best describes the food eaten in your household?

- 1 Enough of the kinds of food [IF HHNUMBER=1: I] [IF HHNUMBER>1: we] wanted to eat
- 2 Enough, but not always the kinds of food [IF HHNUMBER =1: I] [IF HHNUMBER >1: we] wanted to eat
- 3 Sometimes not enough to eat
- 4 Often not enough to eat

FOOD3. Do you or anyone in your household receive benefits from the Supplemental Nutrition Assistance Program (SNAP) or the Food Stamp Program?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

FOOD4. The WIC program - the Women, Infants, and Children program-- provides healthy foods and other services to low-income pregnant and breastfeeding women, infants, and children up to age 5. Is anyone in your household now receiving benefits from WIC?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

ADMINISTRATIVE RECORDS

Lastly, we have a few questions about government data on individuals and your privacy opinions.

ADMIN1 As you may know, different government departments and services collect data about individuals, for example your tax records and health records. People have different views about whether this data should be used for new purposes after it has been collected. Using this data can bring benefits, such as finding more effective medical treatments or using information about local communities to plan local schools or roads. But some people worry that other uses

for data risk their privacy and security, by linking different types of data together and potentially allowing them to be identified.

Overall, which of the following statements comes closest to your opinion?

- 1 Government should find new ways to use data already collected because it benefits public services and society.
- 2 Government should not use data already collected in new ways due to the risks to people's privacy and security.
- 3 I agree equally with both.
- 4 I don't agree with either.

ADMIN2. The government already collects data about people's jobs, earnings, and participation in government programs. If these separate data sources could be combined while keeping them strictly confidential, the information could be used to better understand the US population. Would you be strongly in favor of combining the data, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?

- 1 [IF PHONE OR IN PERSON: STRONGLY IN FAVOR OF IT] [IF WEB: Strongly in favor of it]
- 2 [IF PHONE OR IN PERSON: SOMEWHAT IN FAVOR OF IT] [IF WEB: Somewhat in favor of it]
- 3 [IF PHONE OR IN PERSON: NEITHER IN FAVOR NOR AGAINST IT] [IF WEB: Neither in favor nor against it]
- 4 [IF PHONE OR IN PERSON: SOMEWHAT AGAINST IT] [IF WEB: Somewhat against it]
- 5 [IF PHONE OR IN PERSON: STRONGLY AGAINST IT] [IF WEB: Strongly against it]

ADMIN3. [IF ADMIN2=4|5] Which of the following are reasons you are not in favor of combining these data sources to generate information? *Please* [IF PHONE OR IN-PERSON: *tell me*] [IF WEB: *select*] *all that apply*.

- 1 Combined data sources are a violation of my privacy
- 2 Combined data won't be accurate
- 3 Combined data will give the government too much information (about me)
- 4 I don't trust the government to use my information correctly
- 5 I am concerned about the security of my information

PRIVACY AND CONFIDENTIALITY

PRIV1. In general, how concerned would you say you are about your personal privacy?

- 1 Extremely concerned
- 2 Very concerned
- 3 Somewhat concerned
- 4 A little concerned
- 5 Not at all concerned

PRIV2. What about while using the internet? How concerned are you about your privacy while you are using the internet?

- 1 Extremely concerned
- 2 Very concerned
- 3 Somewhat concerned
- 4 A little concerned
- 5 Not at all concerned

PRIV3. Have you done any of these things to protect your data OR avoid intrusion into your privacy?

(Yes/No)

- 1 Signed up for the Do Not Call Registry, which removes your number from marketing call lists
- 2 Blocked a smartphone app or stopped an app from accessing other details on your phone, such as GPS location or your contacts
- 3 Changed the default settings on your computer or browser
- 4 Stopped or avoided using a social media service
- 5 Changed the privacy settings on your social media accounts
- 6 Started using more secure methods of communication, such as encrypted emails
- 7 Asked a government department, public service, or private company to delete any information they hold about you

PRIV4. Do you think federal government agencies share a single central database of the name, address, and date of birth of U.S. residents?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

LINK2. [IF LINK1=2] Thank you for completing this survey! Unfortunately, we won't be able to learn as much from the information you provided in this survey if we do not have your permission to combine your answers with your data collected by other government agencies. Do we have your permission to combine these data?

- 1 [IF PHONE OR IN-PERSON: YES] [IF WEB: Yes]
- 2 [IF PHONE OR IN-PERSON: NO] [IF WEB: No]

INCENT1. Thank you for answering our questions. You will receive [IF ON OR AFTER 6/13: \$25; OTHERWISE \$20]] for completing the screener and enrollment surveys. [IF PHONE OR WEB: Would you prefer to receive this payment in the form of cash, a physical gift card, an electronic gift card, or mailed check?]

- 1 [IF PHONE OR IN-PERSON: CASH] [IF WEB: Cash]
- 2 [IF PHONE: PHYSICAL GIFT CARD] [IF WEB: Physical gift card]
- 3 [IF PHONE: ELECTRONIC GIFT CARD] [IF WEB: Electronic gift card]
- 4 [IF PHONE: MAILED CHECK] [IF WEB: Mailed check]

[IF INCENT1 = BLANK: This question is important. Please answer if you can.]

INCENT2. [IF INCENT1 = 1 and PHONE or WEB | 2 | 4] The address we have on file is [ADDRESSFILL]. Is this the address to which we should mail your payment?

- 1 [IF PHONE: YES] [IF WEB: Yes]
- 2 [IF PHONE: NO] [IF WEB: No]

INCENT3. [IF INCENT1= 1 and PHONE or WEB | 2 | 4 and INCENT2 <> YES] Please provide the mailing address to which we should send your payment.

ADDRESS: _____ [MAX 50 CHARACTERS]
CITY: _____ [MAX 30 CHARACTERS]
STATE: _____ [MAX 30 CHARACTERS]
ZIP CODE: _____ [MAX 5 DIGITS]

INCENT4. [IF INCENT1=3 AND NOT MISSING EMAILFILL] The email we have on file is [EMAILFILL]. Is this the email to which you would like us to send your electronic gift card?

- 1 [IF PHONE: YES] [IF WEB: Yes]
- 2 [IF PHONE: NO] [IF WEB: No]

INCENT5. [IF INCENT1=3 AND (INCENT4=2 | MISSING EMAILFILL)] Please provide the email address to which we should send your electronic gift card.

_____ [MAX OF 50 CHARACTERS]

INCENT 6. [IF INCENT1 = 1 and IN-PERSON] INTERVIEWER: GIVE RESPONDENT [IF R17 (SCREENER) = 1: \$25] [IF R17 (SCREENER) = 2 | SELECT_1 (SCREENER) = NOT SELECTED: \$20] IN CASH.

This form states that you have received the money. This copy is for your records.

INTERVIEWER: DID THE RESPONDENT ACCEPT THE INCENTIVE PAYMENT?
SELECT YES, NO, or N/A IF THE INTERVIEW WAS NOT A COMPLETE.

- 1 YES
- 2 NO
- 3 N/A – INTERVIEW NOT COMPLETE

OUTRO. Those are all the questions we have for you today. Thank you for your participation.

[IF ALL INTERVIEWS COMPLETE, GO TO ROC IN FRONT_BACKEND_SPECS. IF ONE INTERVIEW STILL PENDING, GO TO R18a]

R18a [IF (PHONE OR IN-PERSON) AND NUMSELECTED = 2] We'd like to ask [NAMEFILL_2] some additional questions to complete their enrollment in the panel. We need to collect some additional information from them. Is [NAMEFILL_2] available to speak with me now?

- 1 YES
- 2 NO

[IF R18a = 1] The questions [NAMEFILL_1] just completed indicate that you are eligible to participate in the Ask U.S. Panel pilot, a large nationally representative survey panel pilot led by the U.S. Census Bureau. The purpose of the panel pilot is to track public opinion on a variety of topics. The panel consists of individuals and households living across the U.S. that have agreed to be contacted and invited to participate in surveys led by the U.S. Census Bureau and other statistical agencies.

To complete your enrollment in the panel pilot, we need to collect some information from you. These questions will take approximately 20 minutes of your time to answer. If you complete the enrollment survey you will receive [IF PHONE AND ON OR AFTER 6/13, \$25; OTHERWISE \$20] as a token of our appreciation. If you choose to join the panel pilot, you will also have the chance to receive an additional payment for participating in a future panel survey.

R18b. Would you like to begin your enrollment survey now?

- 1 YES [BEGIN BASELINE]
- 2 NO

R19 [IF R18b=NO] We will contact you soon to complete the enrollment survey. Thank you for your time.

R19a [IF R18a=NO] We will contact [NAMEFILL_2] soon to complete the enrollment survey. Thank you for your time.

TOPICAL QUESTIONNAIRE

SURVEY NOTES

- Within household selection: Two adults will be randomly selected in the household to respond.

PROGRAMMING NOTES:

- For random half of respondents, unipolar scales appear as they are written (C1).
- For other half, unipolar scales are all reverse order (C2).
- Respondents may skip any question. Please assign a value of “999” to any item a respondent skips.
- Do not include back buttons
- No soft prompts
- Header: U.S. Census Bureau Logo
- Footer: OMB number and expiration date
- Split ballots indicated in the programming for specific items

/* START PAGE */

SHOW ALL:

Intro. Welcome! Thank you for participating in this survey as a member of the ASK US Panel.

This survey is sponsored by the U.S. Department of Commerce, U.S. Census Bureau. This purpose of this survey is to inform research to improve the census. You will receive \$10 for your participation in this survey.

This survey is available in English and Spanish. Please select the language in which you prefer to complete the survey.

If you would like to change your language selection later, please use the drop-down menu in the upper right corner of each page to select the language in which you prefer to complete the survey.

1. English
2. Español

Logic:

- Ask this question for all respondents
- Only one response permitted here, and respondents will be able to toggle between languages in the remaining of the survey

/* END PAGE */

Thank you for participating. Completing this 15-minute survey will help the U.S. Census Bureau plan for the 2030 Census. You will receive \$10 for your participation in this survey.

We estimate that completing this voluntary survey will take 15 minutes on average. Send comments regarding this time estimate or any other aspect of this survey to adrm.pra@census.gov.

The U.S. Census Bureau is required by law to protect your information. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Federal law protects your privacy and keeps your answers confidential (Title 13, United States Code, Section 9 and Title 5, U.S. Code, Section 552a).

This collection has been approved by the Office of Management and Budget (OMB). This eight-digit OMB approval number, xxxx-xxxx, confirms this approval and expires on mm/dd/yyyy.

The uses of your data are limited to those identified in the Privacy Act System of Record Notice titled, "SORN COMMERCE/Census-5, Decennial Census Programs."

**** U.S. Census Bureau Notice and Consent Warning ****

You are accessing a United States Government computer network. Any information you enter into this system is confidential. It may be used by the Census Bureau for statistical purposes and to improve the website. If you want to know more about the use of this system, and how your privacy is protected, visit our online privacy webpage at <http://www.census.gov/about/policies/privacy/privacy-policy.html>.

Use of this system indicates your consent to collection, monitoring, recording, and use of the information that you provide for any lawful government purpose. So that our website remains safe and available for its intended use, network traffic is monitored to identify unauthorized attempts to access, upload, change information, or otherwise cause damage to the web service. Use of the government computer network for unauthorized purposes is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474).

/* END PAGE */

/* START PAGE */

Intro/Definition

SHOW ALL:

Display_Q1. The census is the count of all the people who live in the United States. It happens every 10 years. It asks how many people live in your household, their age, sex, race, and ethnicity. The last census was in 2020. *[Adapted from 2020 CBAMS mindset panel]*

Awareness

ASK ALL:

Qhearcensusaid. Before today, do you remember ever hearing about the census, or do you **not** remember hearing about it? *Select only one answer. [2020 Creative testing only in EN]*

1. Do remember hearing about it
2. Do not remember hearing about it

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answers choices.
- If QORDER = C2 then show reversed order of answer choices.

Self-reported Intent to Participate

ASK ALL:

Intent1. If the census were held today, how likely would you be to fill out the census form? *Select only one answer. [2020 CBAMS and 2020 CBAMS mindset panel]*

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Not too likely
5. Not at all likely

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answers choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

Retrospective Participation

Display_Q2. As you may know, the last census started around April 1st, 2020. Please think about the 2020 Census when answering the following questions. *[New]*

SRParticipation2020_1. Did you or someone else in your household respond to the 2020 Census? *Select only one answer. [New]*

1. Yes, I responded [GO TO SRParticipation2020_2]
2. Yes, someone else in my household responded [GO TO SRParticipation2020_2]
3. No [GO TO NOPART1]

Logic:

- Only one response permitted

ASK if SRParticipation2020_1=1 OR 2

SPLIT BALLOT A

SRParticipation2020_2. How did [INSERT IF
SRParticipation2020_1=1:you/SRParticipation2020_1=2: your household] respond to the 2020
Census? *Select only one answer. [Adapted from Frames 2pac survey]*

1. Online
2. On a paper form
3. Over the telephone
4. In person

SPLIT BALLOT B

SRParticipation2020_2. How did [INSERT IF
SRParticipation2020_1=1:you/SRParticipation2020_1=2: your household] respond to the 2020
Census? *Select only one answer. [Adapted from Frames 2pac survey]*

1. Online
2. On a paper form
3. On the telephone
4. In person
5. Do not remember

ASK if SRParticipation2020_1 =3

NOPART1. Which of the following are the TOP THREE reasons why your household did not
complete the 2020 Census? *Select up to three answers. [New]*

/* RANDOM ROTATE OPTIONS */

1. Did not want a U.S Census Bureau worker to come to my home
2. Did not have time or forgot to respond
3. Did not want to give out personal information
4. Do not trust the government
5. Did not get a census form
6. Concerned about citizenship status
7. Other [specify]

/* END PAGE */

/* START PAGE */

TrustAcc. How much trust do you have in the accuracy of the 2020 Census results? *Select only one answer. [New]*

1. A great deal
2. Quite a lot
3. Some
4. Very little
5. None at all

/* END PAGE */

Census Importance

/* START PAGE */

/* RANDOM ROTATE SERIES */

CensImp. Thinking about the census overall, how important do you feel it is for you to fill out the census form? *Select only one answer. {2018 CBAMS II}*

1. Extremely important
2. Very important
3. Somewhat important
4. Not too important
5. Not at all important

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

ASK ALL:

Personally_counted. How much, if at all, do you think it matters if you personally are counted in the census? *Select only one answer. [2020 CBAMS]*

1. A great deal
2. A lot
3. A moderate amount
4. A little
5. Not at all

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* RANDOM ROTATE SERIES */

Motivators

SPLIT BALLOT A:

all_motivators_A. Which ONE of the following is the most important reason, to you personally, that you should fill out the census form every ten years? *Select only one answer. [2020 CBAMS]*

1. It helps determine funding for public services in my community, like schools and fire departments
2. It determines how many elected representatives my state has in Congress
3. It is used to enforce civil rights laws
4. It provides information for my local government to plan for changes in my community
5. It shows that I am proud of my cultural heritage
6. It is my civic duty (along with voting, jury duty, paying taxes)
7. It contributes to a better future for my community
8. Other [specify]

SPLIT BALLOT B:

all_motivators_B. Which of the following are the most important reason(s), to you personally, that you should fill out the census form every ten years? *Select all that apply. [2020 CBAMS]*

1. It helps determine funding for public services in my community, like schools and fire departments
2. It determines how many elected representatives my state has in Congress
3. It is used to enforce civil rights laws
4. It provides information for my local government to plan for changes in my community
5. It shows that I am proud of my cultural heritage
6. It is my civic duty (along with voting, jury duty, paying taxes)
7. It contributes to a better future for my community
8. Other [specify]

/* END PAGE */

Census Benefits/Harms

/*Random Rotate series where 50% get harm first and 50% get benefit first/

Benefits_harms1. Do you believe that answering and submitting your census form could benefit **you**? *[Frames 2pac survey]*

1. Yes
2. No

Benefits_harms2. Do you believe that answering and submitting your census form could benefit **your community**? *[Frames 2pac survey]*

1. Yes
2. No

Benefits_harms3. Do you believe that answering and submitting your census form could harm you? *[Frames 2pac survey]*

1. Yes
2. No

Benefits_harms4. Do you believe that answering and submitting your census form could harm your community? *[Frames 2pac survey]*

1. Yes
2. No

Benefits_harms5. Which of the following statements comes the closest to your opinion?
/randomize response options/

1. The **benefits** the government can provide by collecting data about me are greater than the **risks**
2. The **risks** of the government collecting data about me are greater than the **benefits** it can provide

/* END PAGE */

/* START PAGE */

/* RANDOM ROTATE SERIES (census knowledge) */

Census Knowledge

ASK ALL: The following questions are about the census in general. There is no need to look up this information. Please answer to the best of your knowledge.

/*ROTATE LIST*/[CBAMS 2020]

use1. Is the census used to decide how much money communities will get from the government, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, used for this
2. No, not used
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

use2. Is the census used to decide how many representatives each state will have in Congress, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, used for this
2. No, not used

3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

use3. Is the census used to see what changes have taken place in the size, location, and characteristics of the people in the United States, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, used for this
2. No, not used
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

use4. Is the census used to determine property taxes, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, used for this
2. No, not used
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

use5. Is the census used to help the police and FBI keep track of people who break the law, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, used for this
2. No, not used
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

use6. Is the census used to locate people living in the country without documentation, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, used for this
2. No, not used
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

use7. Does the census count both citizens and non-citizens, or only citizens? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, used for counting both citizens and non-citizens
2. No, used only for counting citizens
3. Don't know

legal1. Does the law require you to answer the census questions, or is this not required by law? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, required by law
2. No, not required by law
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

legal2. Is the Census Bureau required by law to keep information confidential, or is this not required by law? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, required by law
2. No, not required by law
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

Legal3. Does the U.S. Constitution require that the census be conducted, or is this not something the Constitution requires? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

1. Yes, the U.S. Constitution requires it
2. No, the U.S. Constitution does not require it
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */

/* END SERIES */

/* START PAGE */

/* CONCERN BATTERY SERIES */

/* RANDOM ROTATE CONCERN1, CONCERN2, CONCERN3 CONCERN4*/

/* START PAGE */

Concerns

ASK ALL: The following questions are about the 2020 Census:

ASK ALL:

Concern4. How concerned are you, if at all, about the accuracy of 2020 Census results? Select only one answer. *[New]*

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

Concern1. How concerned are you, if at all, that the U.S. Census Bureau will not keep answers to the 2020 Census confidential? *Select only one answer. CBAMS [CBAMS 2020 and CBAMS mindset panel]*

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

ASK ALL:

Concern2. How concerned are you, if at all, that the U.S. Census Bureau will share individuals' answers to the 2020 Census with other government agencies? *Select only one answer. CBAMS [Adapted from CBAMS 2020 and CBAMS mindset panel]*

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

SPLIT BALLOT A. Concern2 Probe1. What does the phrase “share individuals’ answers to the 2020 Census with other government agencies” mean to you in the previous question? [open-ended] *[New]*

SPLIT BALLOT B. Concern2Probeclosed. The previous question asked: How concerned are you, if at all, that the U.S. Census Bureau will share individuals’ answers to the 2020 Census with other government agencies? Your response was [Fill response to Concern2] *[New]*

When you answered, how did you understand “sharing individual’s answers to the 2020 Census with other government agencies?” Was it... *Select one answer*

1. Sharing statistics so government agencies can fulfill their mission
2. Sharing individual answers so government agencies can fulfill their mission
3. Sharing individual answers tied to a specific person’s name
4. Something else: [specify]

ASK ALL:

Concern3. How concerned are you, if at all, that an unauthorized person or hacker might gain access to 2020 Census responses? *Select only one answer. [2PAC Survey/Adapted from 2020 CBAMS]*

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.

- If QORDER = C2 then show reversed order of answer choices.

ASK ALL:

/* CONCERN BATTERY SERIES */

/* RANDOM ROTATE CONCERN1, CONCERN2, CONCERN3 CONCERN4*/

/* END PAGE */

ASK ALL:

Media

ASK ALL:

Media1. How often do you get news from... *[New]*

- Television
 - Radio
 - Print Publications
 - Social media sites such as Facebook, Twitter, or Instagram
 - Online websites, publications, articles
 - Podcasts
 - Family and friends
 - Members from my community/neighborhood
 - Chat groups in applications such as WhatsApp, Telegram and Signal
- Never
 - Rarely
 - Sometimes
 - Often

Media2. Below is a list of different sources people get information from. Do you remember hearing about the 2020 Census from any of these sources? *Select all that apply [New]*

- Television
- Radio
- Print Publications
- Social media sites such as Facebook, Twitter, or Instagram
- Online websites, publications, articles
- Podcasts
- Family and friends
- Leaders from community organizations, such as churches and schools
- Chat groups in applications such as WhatsApp, Telegram and Signal
- Other [specify]

IF MEDIA2 SELECTIONS > 1

Media3. Below are the information sources you selected. Please rank these sources in order of how much you trust each one of them. For example, a score of 1 means you believe it is the most trustworthy source on the list. [Repeat selections from Media3 if they selected one or more only] *[New]*

Misinformation

Mis1. Do you remember hearing any of the following about the 2020 Census: *[New]*

- People were directed to fake links to fill out their online census form
 - The 2020 Census included questions about citizenship
 - People were pretending to be census workers to get access to people's home
 - Filling out your census form was required to receive a stimulus payment during the COVID 19 pandemic.
1. Yes
 2. No [GO TO FEEDBACK]
 3. Do not know [GO TO FEEDBACK]

IntroMis2. In the previous question you selected that you heard the following information about the 2020 Census: *[New]*

[LIST ALL SELECTED]

Mis2. Where did you hear this information? [open-ended] *[New]*

[IF MIS7 ANSWERED]

Mis3. How much did you feel the need to verify the accuracy of this information? *[New]*

1. A great deal
2. Quite a lot
3. Some
4. Very little
5. Not at all

Mis4. When it comes to getting information about current events and important issues in the United States and around the world, do you think the spread of misinformation is a major problem, a minor problem or not a problem at all? *Select only one answer. [I-poll. Survey by Pearson Institute. Conducted by AP-NORC Center for Public Affairs Research 09/09/2021-09/13/2021]*

1. Major problem
2. Minor problem
3. Not a problem at all

Generations

SELFNAT. Were you born in the United States, on the island of Puerto Rico, another U.S. territory, or in another country? [*Adapted from 2020 Tracking Survey*]

1. United States
2. Puerto Rico
3. Other U.S. territory
4. In another country

MOTHERNAT. Where was your MOTHER born? [https://www.pewresearch.org/race-ethnicity/wp-content/uploads/sites/18/2021/07/RE_2021.07.15_State-of-Latinos_TOPLINE.pdf]

1. United States
2. Puerto Rico
3. Other U.S. territory
4. In another country

FATHERNAT. Where was your FATHER born? [https://www.pewresearch.org/race-ethnicity/wp-content/uploads/sites/18/2021/07/RE_2021.07.15_State-of-Latinos_TOPLINE.pdf]

1. United States
2. Puerto Rico
3. Other U.S. territory
4. In another country

Feedback

Thank you for your participation in this survey and for being a member of the ASK US Panel. The next few questions ask for feedback about your experience as a member of the ASK US Panel.

Feedback1. How satisfied, if at all, were you with the level of incentives provided by the ASK US Panel? [*New*]

1. Extremely satisfied
2. Very satisfied
3. Somewhat satisfied
4. Not too satisfied
5. Not at all satisfied

Feedback2. How did you find the length of time in between panel enrollment and the first survey? Was it too long, just right, or not long enough? [*New*]

1. Too long
2. Just right
3. Not long enough

Universe: If R was provided a tablet then ask Feedback4

Feedback3. Did you prefer to complete this survey on your personal device or on the tablet we provided? *[New]*

1. Prefer my personal device
2. Prefer the provided tablet

Universe: if Feedback4 =2

Feedback4. How difficult, if at all, did you find using the tablet we provided? *[New]*

1. Extremely difficult
2. Very difficult
3. Somewhat difficult
4. Not too difficult
5. Not at all difficult

Universe: If R did not receive a tablet or if Feedback4=1

Feedback5. How difficult, if at all, did you find using your own device to answer this survey? *[New]*

1. Extremely difficult
2. Very difficult
3. Somewhat difficult
4. Not too difficult
5. Not at all difficult

Feedback6. If asked, would you enroll in another panel like the ASK US Panel? *[New]*

1. Yes
2. No

Feedback7. Please provide any feedback you have about this survey and about your experience as a member of the ASK US Panel. *[New]*

[open-ended text box]

Submission

Page Title: Submit_Page

Section Submit Page (Submit)

Your completion of this survey marks the end of the ASK US Panel. Thank you for your participation in the pilot program.

Please click on the “Submit” button when you are finished.

/* END PAGE */

/* START PAGE */

Page Title: Thank_You_Page

Section Thank You Page (display_ThankYou)

Thank you for participating in the [ADD NAME OF THE SURVEY].

If you have any questions about this survey please visit. You can validate that this survey is a legitimate federally-approved information collection using the U.S. Office of Management and Budget approval number, expiring on.

Appendix D: Analysis Weights

Appendix D: Analysis Weights

Ask U.S. Panel Pilot weights are defined in the following sections. All weight components and analysis weights have been included on the final analysis files: screener, baseline, and topical (response status only). Variable names are identified with each calculation in the discussion below. For the following specifications, let

h = first-stage stratum index ($h=1, \dots, 4$)

i = PSU index

j = SSU (address) index within PSU

k = Person index within address

Weight Calibration. Owing to the limited information available for the sampled households and eligible adults residing in the households, the Ask U.S. Panel Pilot weights were heavily dependent on an adjustment to align the information to existing population information.

Calibration control totals were calculated using the 2020 ACS 5-year Public Use Microdata Sample (PUMS) files produced by the U.S. Census Bureau. RTI used the 2020 ACS 5-year estimates because the Census Bureau did not release its standard 2020 ACS 1-year PUMS data because of the impacts of the COVID-19 pandemic. Specifically, the 2020 ACS 1-year estimates did not meet the Census Bureau's Statistical Data Quality Standards designed to ensure the utility, objectivity, and integrity of the statistical information. (U.S. Census Bureau, 2021a)

The 2020 ACS 5-year data combines 5 consecutive years of ACS data to produce multiyear estimates for geographic areas with fewer than 65,000 residents. These 5-year estimates represent data collected over a period of 60 months from 2016 through 2020. The PUMS data contains a sample of the responses to the ACS and includes variables for nearly every question on the survey. This allows data users to create custom estimates that are not available through ACS pre-tabulated data products.

Due to confidentiality protections and the fact that PUMS files are based on only about two-thirds of the ACS sample, estimates using the ACS PUMS may differ from estimates provided through the ACS Summary File or other published Census Bureau tables and profiles (U.S. Census Bureau, 2021b). For example, the national total population 18 years and over living in households is 245,399,739 based on the 2020 ACS 5-year Estimates Detailed Tables, and 245,424,142 based on the 2020 ACS 5-year PUMS data, a difference of 24,403.

The total population 18 years and over living in households was calculated for the following candidate weighting adjustment variables:

-
- Census Region (REGION)
 - Adult age category (derived from AGEP)
 - Sex (SEX)
 - Marital Status (MAR)
 - Educational attainment category (derived from SCHL)
 - Race category (derived from RAC1P)
 - Hispanic origin (derived from HISP)
 - Race/ethnicity (cross-classification of RAC1P and HISP)
 - Language other than English spoken at home (LANX)
 - Health insurance coverage (HICOV)
 - Household Tenure i.e., Owned, Rented, etc. (TEN)
 - Presence of children in the household (derived from AGEP)
 - Yearly food stamp/Supplemental Nutrition Assistance Program (SNAP) reciprocity (FS)
 - Number of persons associated with this housing record (derived from NP)
 - Household income category, adjusted to 2020 constant dollars (derived from HINCP and ADJINC)

Quality Checks. RTI followed best practices for weight development at each step summarized below, including:

- Verification of weight calculations (e.g., weight sums are reasonable, pre-/post-adjustments)
- Assessment of estimated precision for a select number of variables
- Evaluation of the unequal weighting effect pre-/post-adjustment to quantify weight variability that could lower estimated precision
- Comparison of nonresponse bias using base weights and analysis weights

D.1 Initial Household Base Weight (w1)

The initial household base weight is defined as the inverse probability (base) weight for the PSU multiplied by the address-level base weight within the randomly chosen PSU:

$$w1 = \frac{MOS_h}{m_h MOS_{hi}} \times \frac{N_{hi}}{n_{hi}}$$

where m_h = number of sampled PSUs in stratum h ($\sum m_h = 20$)
 MOS_{hi} = count of adults 18 years and older (measure of size) for PSU hi
 MOS_h = count of adults 18 years and older for all PSUs in stratum h
 N_{hi} = total number of addresses on ABS frame in PSU hi
 n_{hi} = number of sampled addresses in PSU hi

This weight WT_HH_Base (= WT_PSU_Base × WT_Address_CndBase, all found on the analysis files) can be used to estimate nonresponse bias with household-level variables available on the ABS sampling frame ignoring any benefits from NRFU.

D.2 Household Base Weight with NRFU (w2)

The household base weight is adjusted by the proportion of nonresponding households randomly chosen for NRFU. The household base weight accounting for phase 1 (initial) and phase 2 (NRFU) sampling is:

$$w2 = [w1 \times \delta_{R1}] + \left[w1 \times (1 - \delta_{R1}) \times \frac{N_{hi(2)}}{n_{hi(2)}} \times \delta_{P2} \right]$$

- where δ_{R1} = household-specific binary indicator for completed screener (i.e., 0=no, 1=yes)
- $N_{hi(2)}$ = number of addresses without a completed screener when NRFU sample selected
- $n_{hi(2)}$ = 100 addresses selected per SSU for NRFU
- δ_{P2} = person-specific binary indicator for selected into NRFU sample

This weight (WT_HH_BaseNRFU = WT_HH_Base × WT_NRFU_CndBase) can be used to estimate nonresponse bias with household-level variables available on the ABS sampling frame including respondents obtained via NRFU.

D.3 Screener Analysis Weight (w3)

If desired, the screener (household-level) analysis weight is used to produce population estimates from responses provided by a household respondent:

$$w3 = w2 \times \alpha_S$$

- where α_S = weight calibration adjustment to geographic and household-level control totals available from population sources (2020 ACS 5-year file) with $\alpha_S=0$ for screener nonrespondents

WT_Screener is a function of WT_HH_BaseNRFU (defined in C.2) and WT_CalNR_Scr, a calibration adjustment calculated in SUDAAN's WTADJUST procedure. The final model covariates included the design stratum (STRATUM_ID) and region (REGION).

D.4 Baseline Survey Base Weight (w4)

The person-level (baseline survey) base weight is calculated by applying the inverse within-household sampling fraction by the adjusted screener weight:

$$w4 = w3 \times \frac{N_{hij}}{\min(2, N_{hij})}$$

where N_{hij} = number of study-eligible adults in address hij
 min = select 1 adult if $N_{hij}=1$, and 2 adults otherwise

This weight can be used to estimate nonresponse bias in the baseline with household-level variables available on the ABS sampling frame and collected from the screener. This weight, WT_Baseline_Base, was calculated as the product WT_Screener and WT_Baseline_CndBase.

D.5 Baseline Survey Analysis Weight (w5)

The baseline survey base weight, WT_Baseline, with an adjustment applied to lower nonresponse and coverage bias is defined as:

$$w5 = w4 \times \alpha_{Bc}$$

where α_{Bc} = baseline calibration adjustment

The calibration adjustment, WT_Calib_Base, was calculated via a model in SUDAAN's WTADJUST procedure with household-level covariates available on the ABS sampling frame and information collected from the screener and demographic characteristics collected in the baseline survey. Final model covariates used to calculate the adjustment included sex at birth (ROSTER4), categorized age (RAGE_CAT6), categorized race/ethnicity (RACETH), categorized highest level of education (EDUCCAT), current health insurance indicator (INS1), SNAP / food stamp program indicator (FOOD3), homeowner indicator (R5_OWNNHH), and internet penetration of census block group (STRAT_WEB). RTI imputed missing covariate values identified for the weight adjustment (see Section 3.4.2).

This weight is used to produce population estimates from baseline responses. This weight also can be used to conduct nonresponse bias analyses for the topical survey.

D.6 Topical Survey Analysis Weight (w6)

The topical survey analysis weight, WT_Topical, was calculated by applying a calibration adjustment, WT_NRCal_Top, to the baseline survey analysis weight, WT_Baseline:

$$w6 = w5 \times \alpha_{Tc}$$

where α_{Tc} = topical survey calibration adjustment

The calibration adjustment, α_{Tc} , follow procedures outlined for $w5$ with model covariates: sex at birth (ROSTER4), categorized age (RAGE_CAT6), categorized race/ethnicity (RACETH), categorized highest level of education (EDUCCAT), current health insurance indicator (INS1), SNAP / food stamp program indicator (FOOD3), and homeowner indicator (R5_OWNNHH).